



# Vogue

INCORPORATING

VANITY FAIR

*Débutantes  
New York Season  
November 15, 1939. Price 35 cents*





modern  
americannon

Cannon

Towels

You'll say that Cannon towels for these times are tops for all time to date! Their simple, well-spaced patterns and clear-cut color combinations are as old, and as young, as the Star Spangled Banner. • Your eyes will dance to the new diagonal stripes! Your fingers will find new interest in glowing borders of mercerized yarn, and texture towels in modern motifs. And the new Americannon towels mean duty as well as beauty; they are firm and strong and fadeless. Cannon makes so many towels (in the world's largest towel mills) they can give wider variety and better values all the way from 25c to \$2. Cannon Mills, Inc., New York.

CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY





NOVEMBER 15, 1939

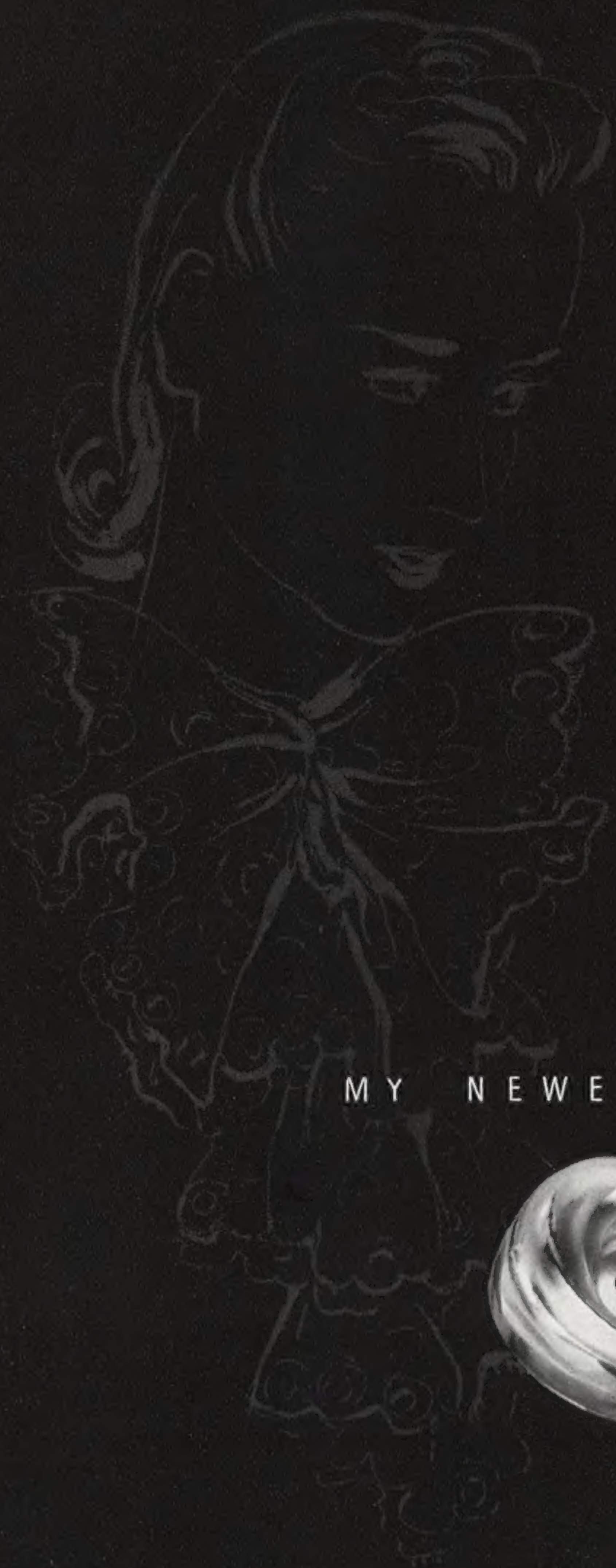
HOYNINGEN-HUENE

*Polka dots  
in taffeta  
velvet*



ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET





MY NEWEST PERFUME

*Jabot*



**LUCIEN  
LELONG**



I. MAGNIN & CO.

FASHIONS THE COAST

SAN FRANCISCO • LOS ANGELES • SEATTLE  
AND OUR OTHER CALIFORNIA SHOPS



Black rayon net and Chantilly-patterned lace.  
White net bodice, embroidered Persian rhine-  
stones, black rayon taffeta skirt. Each \$49.95



**FOR  
SOMEONE  
LOVELY**

*BELLE de JOUR: a gay, lilting fragrance  
for the light-in-heart. Spicy and elusive.*



*"Someone lovely has just passed by"*



*TOUJOURS FIDÈLE: a dainty, flowery  
scent—appealingly, seductively feminine.*



*DUO: an exciting parfum—mysterious,  
exotic—a luxurious companion to sables.*



*LE DANDY: a distinguished odeur be-  
loved by smart women the world over!*

**PARFUMS  
D'ORSAY**

PARIS — NEW YORK





## *Jacket in Sable*

*Lovely by day, lovelier still by night . . . warm without bulk, smart without tricks . . . this is how the perfect fur jacket should look. In deep-toned Hudson Bay sables . . .*

ENTRANCES TO OUR NEW BUILDING: 11 E. 56th AND 10 E. 57th • NEW YORK

**Jaeckel**



# I have been Faithful

"Night after night, I have faithfully applied Endocrine to my skin and each morning I have faced my mirror with confidence and pride. Two years have passed since I first began to use Endocrine—and I know that my constancy has been well rewarded. My skin, which had already begun to show unmistakable signs of age, has regained through Endocrine a freshness and radiance which I feared was gone forever.

"The exclusive ingredient which Endocrine contains has been very helpful to my sensitive skin—and I shall continue my fidelity to it. I am everlastingly grateful to the friend who recommended Endocrine to me."

*This is the essence of many letters we receive daily from women who use Endocrine consistently.*

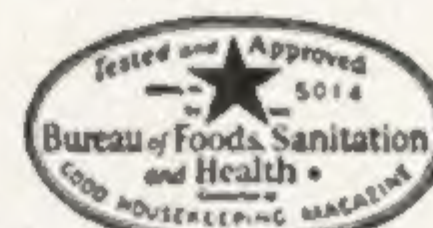
ENDOCRINE IS ON SALE AT THESE AND OTHER FINE STORES THROUGHOUT THE COUNTRY

The H. C. Capwell Co., Oakland, Cal.  
H. Liebes & Co., San Francisco, Cal.  
The May Company, Denver, Col.  
Sage, Allen & Co., Inc., Hartford, Conn.  
Mandel Bros., Chicago, Ill.  
Jordan Marsh Co., Boston, Mass.  
R. H. White & Co., Boston, Mass.  
The May Company, Baltimore, Md.  
Crowley, Milner Co., Detroit, Mich.  
Emery, Bird, Thayer, Kansas City, Mo.  
Famous-Barr Co., St. Louis, Mo.  
Scruggs-Vandervoort-Barney, Inc., St. Louis, Mo.

Saks Fifth Avenue, New York City  
Saks at 34th Street, New York City  
The H. & S. Pogue Company, Cincinnati, Ohio  
The John Shillito Co., Cincinnati, Ohio  
The Halle Bros. Co., Cleveland, Ohio  
The May Company, Cleveland, Ohio  
Morehouse-Martens Co., Columbus, Ohio  
The Brown-Dunkin Dry Goods Co., Tulsa, Okla.  
Meier & Frank, Inc., Portland, Oregon  
Joseph Horne Co., Pittsburgh, Pa.  
Sakowitz Bros., Houston, Texas  
Frederick & Nelson, Inc., Seattle, Wash.



## Endocrine



Regular 30-day jar of Endocrine costs \$3.50. If you cannot obtain Endocrine locally, send us your check or money order for \$3.50 and the name of the store where you would like to buy it and we will supply you through them. Address ENDOCRINE, 551 Fifth Avenue, N. Y. C.





# Satisfy Her Luxury-Loving Soul with Exquisite Ivory-Washables from Carolyn

Sleeping beauties . . . designed to echo her own loveliness. The feminine allure of Alençon-type lace dramatically appliquéd on shimmering satin. Color, soft as a dove's breast, delicate as a moonbeam.

Every garment carries Ivory Flakes washing instructions to help it keep its glamorous look. Truly a Christmas gift to be cherished . . . one that she won't forget, a CAROLYN gown or gown ensemble.

GOWN, SIZES 32 TO 38 . . . \$5.95 ★ GOWN ENSEMBLE, SIZES 32 TO 38 . . . \$16.95



## Carolyn advises pure Ivory Flakes care to protect delicate colors and fine fabrics

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ CAROLYN MODES ARE SOLD EXCLUSIVELY BY ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

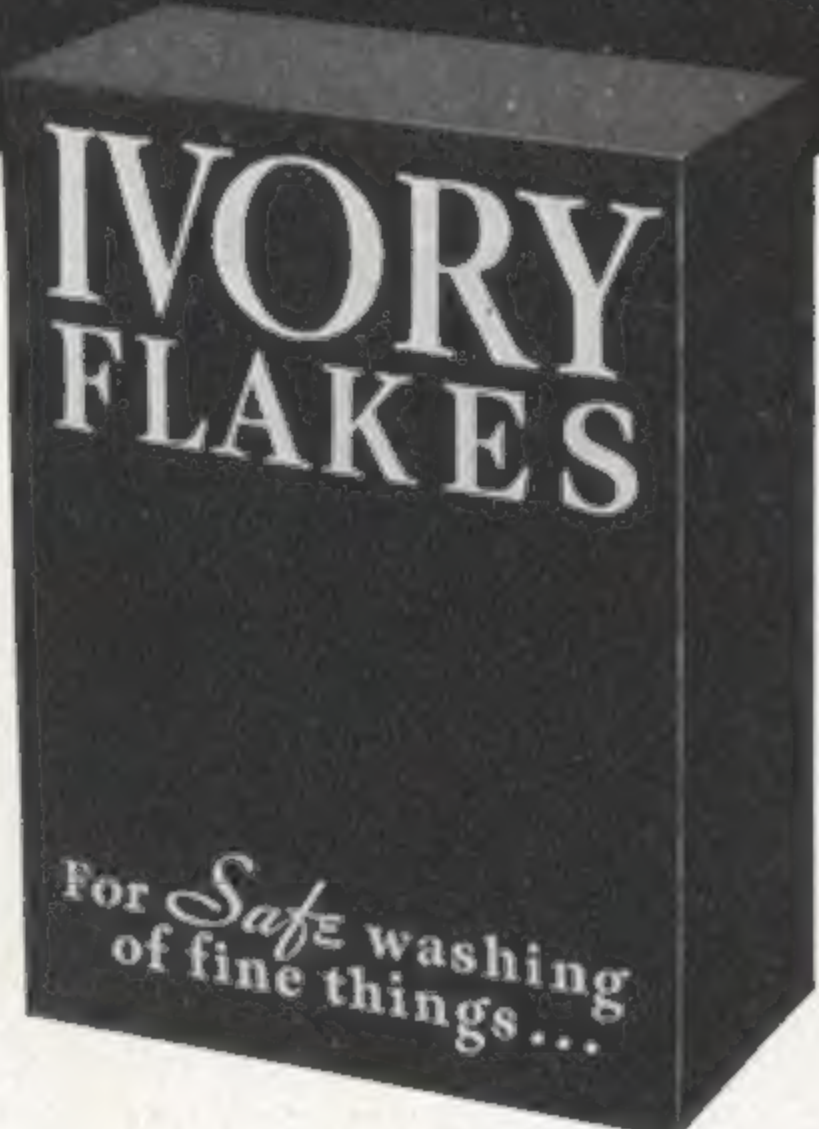
Arnold Constable . . . New York City, N. Y.  
Adam, Meldrum & Anderson  
Buffalo, N. Y.  
Mandel Brothers . . . Chicago, Ill.  
Atlanta, Ga. . . . . Rich's  
Austin, Texas . . . E. M. Scarbrough & Sons  
Baltimore, Md. . . . . The Hub  
Birmingham, Ala. . . . . Burger-Phillips  
Charleston, W. Va. . . . . The Diamond  
Clarksdale, Miss. . . . . Powers & Co.

Columbia, S. C. . . . . Kohn's  
Columbus, Ohio . . . . . The Fashion  
Dallas, Texas . . . . . A. Harris & Co.  
El Paso, Texas . . . . . Popular D. G. Co.  
Evansville, Ind. . . . . De Jong's, Inc.  
Fort Worth, Texas . . . . . Monnig D. G. Co.  
Hamilton, Ohio . . . . . Robinson Schwenn  
Houston, Texas . . . . . Foley Bros. D. G. Co.  
Jackson, Miss. . . . . Kennington's  
Johnson City, Tenn. . . . . King's, Inc.  
Knoxville, Tenn. . . . . S. H. George & Sons

Lexington, Ky. . . . . B. B. Smith & Co.  
Little Rock, Ark. . . . . Pfeifer Bros.  
Oklahoma City, Okla. . . . . Brown's  
Sacramento, Calif. . . . . Hale Bros.  
San Antonio, Texas . . . . . Wolf & Marx Co.  
San Francisco, Calif. . . . . Hale Bros.  
San Jose, Calif. . . . . Hale Bros.  
San Juan, Puerto Rico . . . . . Klein's  
Savannah, Ga. . . . . Leopold Adler  
Seattle, Wash. . . . . Best's Apparel, Inc.  
Spartanburg, S. C. . . . . Aug. W. Smith Co.

Uniontown, Pa. . . . . Wright Metzler  
Washington, D. C. . . . . Hecht Co.  
Washington, Pa. . . . . Caldwell Store  
Waterbury, Conn. . . . . Worth's  
Williamsport, Pa. . . . . Brozman's

For the name of the store in your city  
that sells them, write National Modes,  
130 W. 31st St., New York City, N. Y.



99 44/100 % PURE  
TRADEMARK REG. U. S. PAT. OFF.  
PROCTER & GAMBLE



*There's a glorious new color in* **ALASKA SEALSKIN**  
**...“MATARA” BROWN**



*The fur news* of the year is the new color in Alaska Sealskin — “MATARA” brown, a shade so subtle, neutral, flattering, that it's superb with black or any color costume or accessories you already have. Perfect for day or evening, it joins the famous “SAFARI” brown and classic black to give you a threefold choice in this distinguished fur.

... Wherever quality furs are sold.  
 FOUKE FUR COMPANY, St. Louis, Mo.  
 Agents of the U. S. Government for the  
 Preparation and Sale of Alaska Sealskins

This mark identifies all genuine  
 U. S. Government Alaska Sealskins.  
 Processed and sold for Government  
 account since 1913 exclusively by  
 FOUKE — ST. LOUIS





Weep no more,  
my Lady!

HERE'S A **BIG** CAR YOU CAN DRIVE!



The theory was that to be truly spacious a car had to be bulky — and wrestling around a great big hulk of an automobile is no fun for any woman. Then along came the Buick LIMITED, stretching close to eighteen feet at the curb, tipping the scales at better than two tons, swinging wide its doors on interiors big enough to hold a tea party in.

Now that's a *big* car — but you'd never know it at the wheel.

Your slipper's weight on the treadle is law to its 141 well-mannered horsepower and a toe-touch on its brakes brings instant, unquestioning obedience. You pilot it, park it without tugging or hauling, and you shift through its whispering gears with a few easy flicks of your fingers.

Meantime you luxuriate. In deep, soft Foamtex cushions that are like seafoam solidified — in room that's delicious flattery to your ego — amid appointments perfect in taste, sumptuous in finish.

But why listen to us talk about it?  
Your dealer has one.  
He'll let you try it.  
So turn your phone book to Classified  
— A for Automobiles — B for Buick  
Sales and Service — and go see a  
car your shopping instinct will  
tell you would still be a bargain  
at a thousand dollars more!

**VALUE NOTE** 🎵 If you bought your cars by the pound, you would find that other cars of this Buick's size cost from 6% to 59% more!



Best buy's Buick!

EXEMPLAR OF GENERAL MOTORS VALUE





## LEGACY TO SONS

From their father comes their name and the grace to bear it proudly—their shy admirations and traits you most adore. From you, the mother—a heritage no less precious and more intimate. The secrets of beauty, truth, noble living, fulfilment for the individual. And finally—the image each man carries in his heart, half you, half the ideal you've created in him of the girl he hopes to marry. . . . Diamonds that bear his family name and the association of his mother's presence are among the proudest offerings a young man may bestow. You should be in a position

to give them graciously, from your own lifetime's bounty, and your joy in his young maturity. A few simple rules, learned now, will add your pride to his when that time comes. Your diamonds should be purchased from a reliable merchant. Many will be glad to assist in the purchase of a handsome stone by extending payments over a period of months. You should understand that color, brilliant purity, depth and cutting are no less important than size in estimating value. Wear your diamonds frequently—let your children remember in their beauty some attribute of you.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES


**CURRENT PRICES OF QUALITY DIAMONDS:** *(Exact weights shown are infrequent. Fractional weights at relative*

*prices.)* One-half carat, \$100 to \$200   / One-carat, \$325 to \$600   / Two-carat:  (Square-cut)

  (Brilliant) \$900 to \$1750. / Three-carat:  (Marquise)   (Brilliant) from \$1500

*Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.  
These prices do not include mounting.*





# JANE ENGEL

Madison at 79th  
NEW YORK  
EAST ORANGE



## WINTER DEMI-TASSE . . .

The delicate, definite lines of an etching in black and white. Filmy lingerie framing the throatline. Suavely, draped pockets tapering your waist. Restraint and young simplicity, so truly Jane Engel. **MALLINSON'S** "Kameo" rayon crepe romaine. Sizes from 12 to 20.

17.95



**ADEM, Inc.**  
111 Newbury St., Boston, Mass.  
**IRMA H. AMBERG, Inc.**  
152 E. Post Road, White Plains, N. Y.

**CHEZ NOUS**  
122 E. Delaware Pl., Chicago, Ill.

**CLARKE'S**  
Tulsa, Oklahoma

**FORBES & WALLACE**  
Springfield, Mass.

**GIMBEL BROTHERS**  
Philadelphia, Pa.

**GOLD & CO.**  
Lincoln, Nebraska

**JOSEPHY**  
Beverly Hills, Pasadena

**LAMSON'S**  
Toledo, Ohio

**MCCURDY'S**  
Rochester, New York

**JOSEPHINE SCULLIN**  
387 North Euclid, St. Louis, Missouri

**SCHUNEMANS AND MANNHEIMERS**  
St. Paul, Minnesota

**ROSE GRASTENFIELD**  
231 Oliver Ave., Pittsburgh, Pa.

**TOWN & COUNTRY**  
13 S. Angell St., Providence, R. I.

**RUTH VAN SCHAAK**  
992 Farmington Ave., West Hartford, Conn.

**DOROTHY WOODWARD**  
2460 Fairmount Blvd., Cleveland, Ohio



YOURS FOR AN EXCITING CHRISTMAS —

PACIFIC  
*Satin Magic*  
ALL RAYON

PACIFIC  
*Hollyspun*  
CROWN SPUN RAYON & WOOL

*Left, Pacific Satin Magic ripples and puffs and gathers itself into a fairy-tale gown of shimmering loveliness. Dolman sleeves; full-length zipper. Gypsy stripes, in a brilliant color combination with black predominating, or in softer combinations with wine or French blue predominating. 12-20.*

*Right, Pacific Hollyspun, to flow to your feet in picturesque folds ... to fan out softly as you move ... to reflect a lovely person from every mirror. Hyacinth design in a garden of color against royal, wine or black ground. 12, 14, 16, small, medium, large.*

EACH \$7.98



To wrap your precious beauty in—two wide-skirted housecoats that are completely enchanting! Designs and colors as Parisian as *Le Figaro*. PACIFIC MILLS, 214 Church Street, New York



IN NEW YORK EXCLUSIVELY WITH **JAMES McCREERY & CO.**, FIFTH AVENUE • Prominent stores in other cities, including Strawbridge & Clothier, Philadelphia; Gilchrist Co., Boston; Coleman's Fashion Shop, Boston; The Higbee Co., Cleveland; Kaufmann's, Pittsburgh; Oppenheim, Collins & Co., Buffalo; Sakowitz Bros., Houston; Bry's, Memphis; Lamson Bros., Toledo; Sage, Allen & Co., Hartford; Joseph R. Harris Co., Washington, D. C.; Owen, Moore & Co., Portland, Me.; McCallum's Department Store, Northampton, Mass.; Wm. F. Gable Co., Altoona, Pa.; John C. MacInnes & Co., Worcester, Mass.



# *All American Girdle*



Vassarette's famous Number Five... smart America

lives in it, loves it, looks so much lovelier

because of it. Here's one girdle that gives you

the right figure for everything you wear...

from casual clothes to caviar costumes.

It curves as it controls... keeps you young...

gives you a high, nipped-in waist... with free-feeling

comfort. Number Five is just \$5... other

Vassarette Girdles, Pantie-Girdles and All-in-Ones,

all of "Lastex," rayon and lisle, are \$5 to \$15.

The lady is wearing a Vassarette Brassiere, \$2.50.

Write for our picture booklet and name of nearest store.

Vassar Company, 2569 Diversey Parkway, Chicago.

UNDERNEATH IT ALL... A

# *Vassarette*

COPYRIGHT 1939, BY VASSAR COMPANY  
MANUFACTURED UNDER PATENTS 1863697, 1965860 AND 2121489



*Open Wide—*

BY WAY OF A TALON FASTENER!

REG. U.S. PAT. OFF.

Sweet—this “polonaise” suede bag with its drapery pulled to the sides... But isn’t that narrow top hard to get into? Not at all! For a Talon slide fastener extends out on the little suede tab... cleverly provides a wide, wide opening! And—like all the new bags with Talon fasteners—it’s light, safe, so easy to manage! Why not be *sure* you get a satisfactory slide fastener in the handbags you buy? Remember to “take a second look” for the trademark “Talon”—*always!*

**TALON SLIDE FASTENER**

Reg. U.S. Pat. Off.

MADE BY TALON, INC. • MEADVILLE, PENNSYLVANIA





Copyright, 1939 — American Viscose Corporation Louise Dahl-Wolfe

Stood by Lilly Dache



New evening silhouette in Crown Tested Rayon satin. As seen at Best & Co., Bullock's-Wilshire, Marshall Field & Co., Neiman-Marcus.



FORETELLING

a romantic future

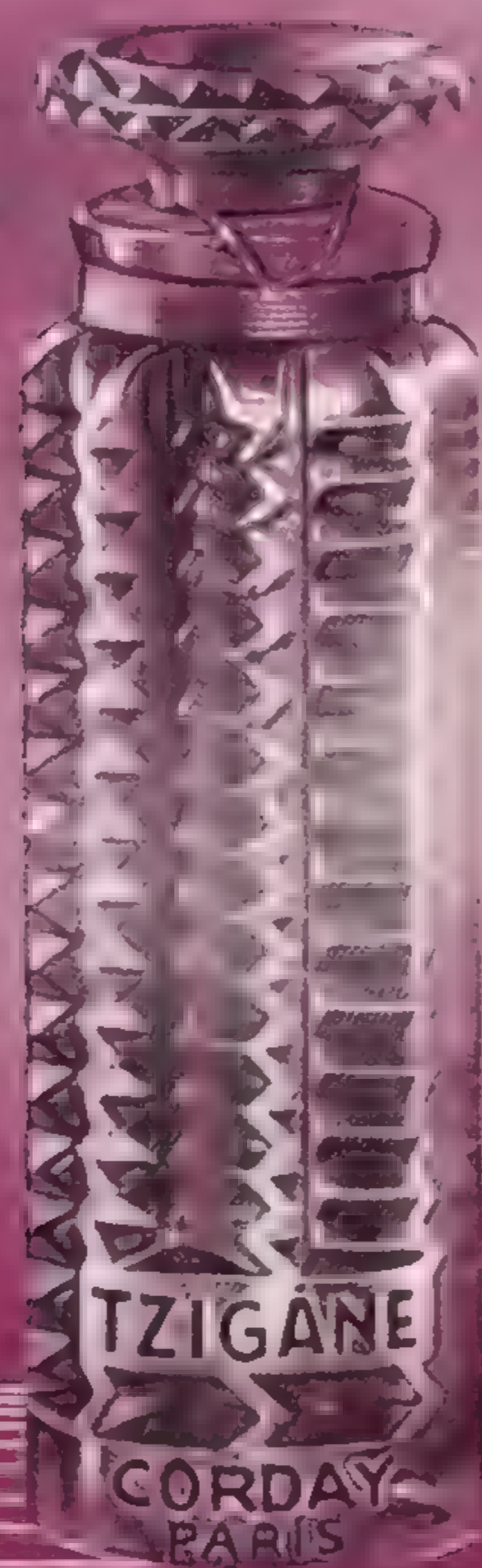
*Tzigane*

FOR THE GYPSY IN YOUR SOUL

FORETELLING...

a crescendo of conquest

*toujours Moi*  
"ALWAYS ME"



C O R D A Y  
*Paris*



# NOW—Amazing New Stocking gives *Reserve Stretch* for *Action* even when tightly gartered!

*Magic Circle*  
TRADE MARK PATENT PENDING

by **HOLEPROOF**

flattering. 3-thread crepe with 2-way-stretch  
lacy circle of KNIT-IN elastic



Stoop in safety—  
no burst  
knees!

NOW comes a gloriously sheer stocking to banish knee-strain and costly garter-runs . . . bring marvelous new freedom and comfort . . . and lengthen wear surprisingly.

This amazing new stocking is Holeproof's MAGIC CIRCLE. Perfected through nearly a year of experiment and test—in the laboratory and in daily wear—to create a stocking combining a new degree of *stretch* for *action* with exceptional *beauty*.

Smoothly *knit into* the top is a lace-like section of elastic yarn to give you great *extra stretch* in *both* directions. This "Magic Circle" absorbs strain around . . . up-and-down, too. Takes care of the "pull" when you bend, stretch or stoop. Is so skillfully made you may "anchor" your foundation garment securely, comfortably . . . yet have ample stretch *in reserve* for vigorous action!

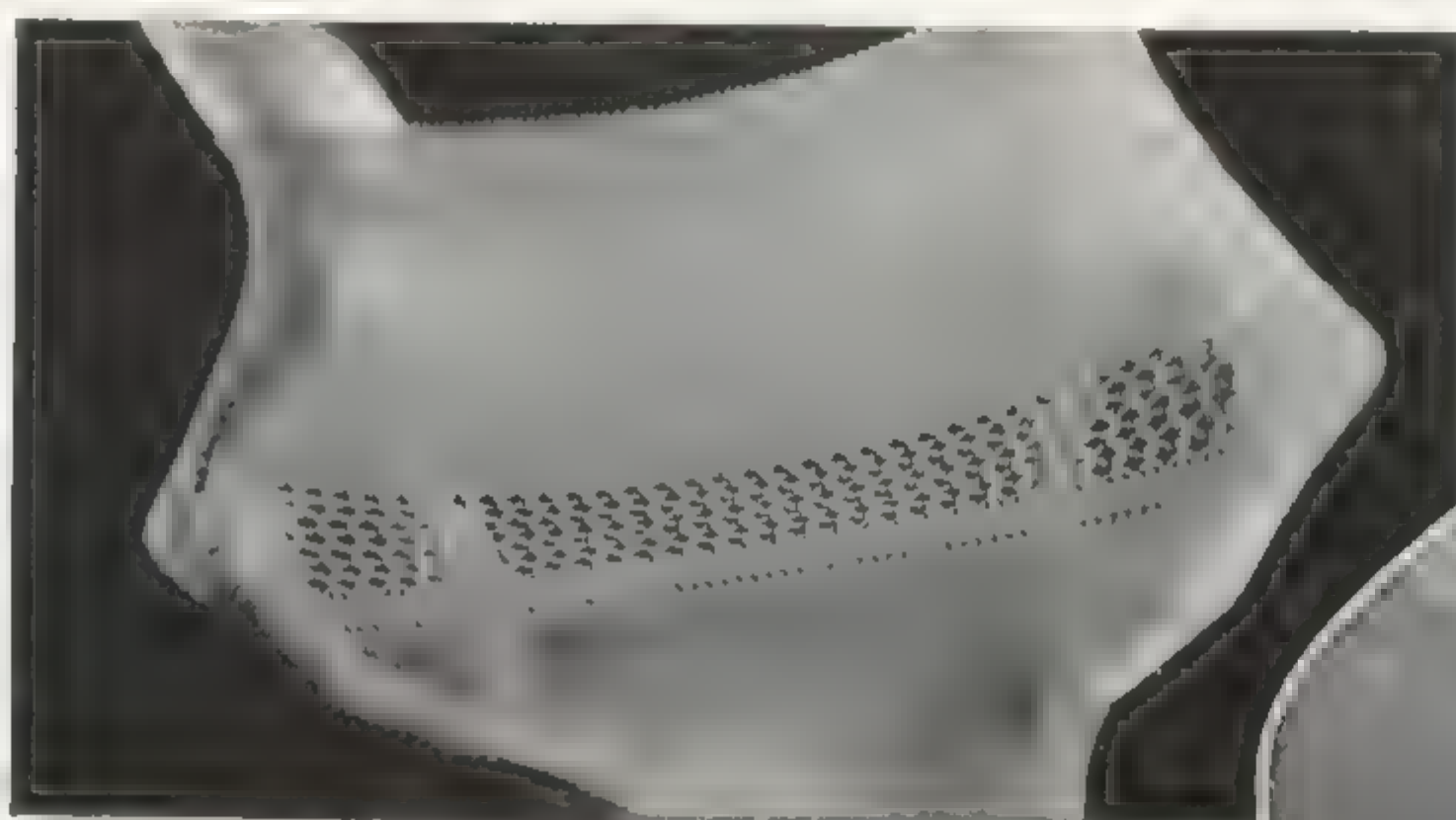
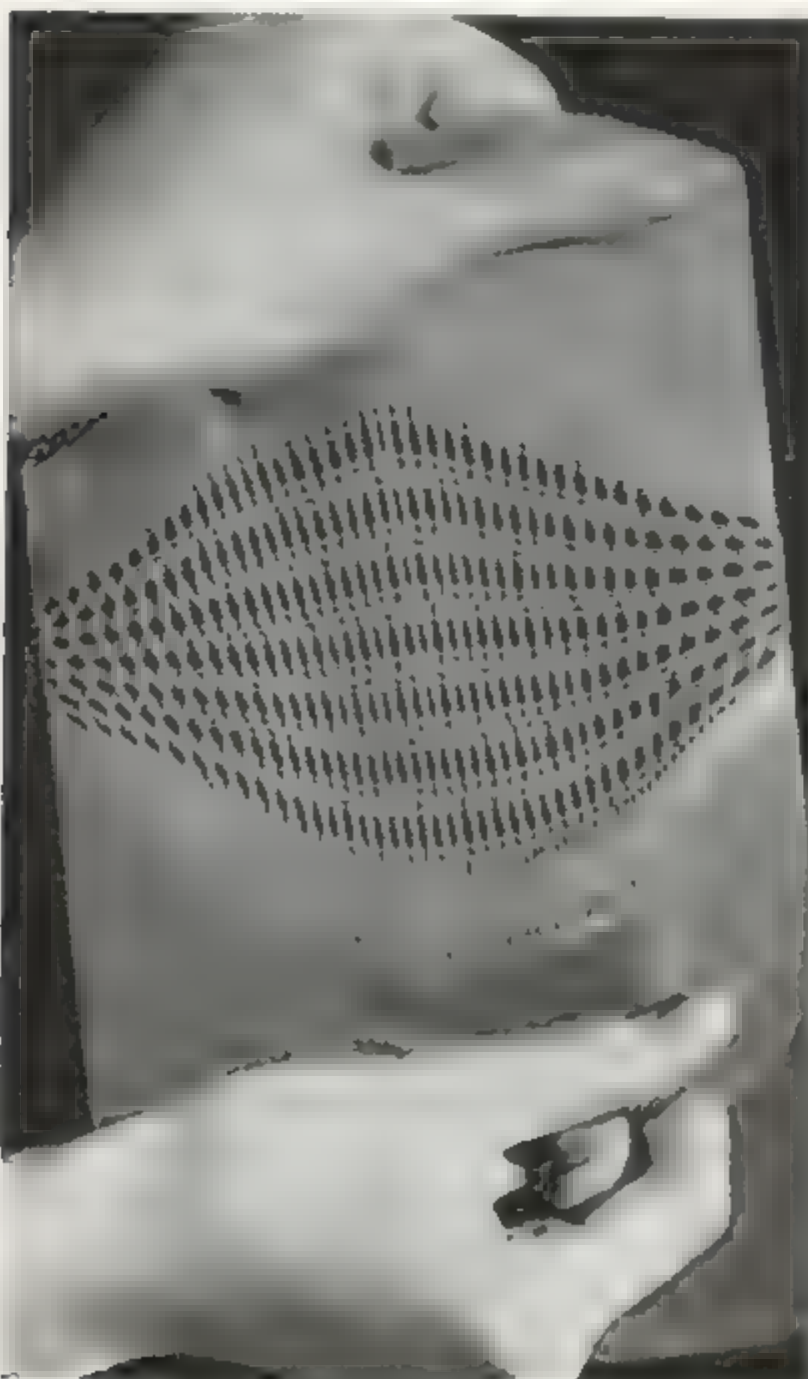


Sit in comfort—  
no knee-strain!



Stretch without  
fear—no  
garter-runs!

Discover the thrilling new comfort of Magic Circle by Holeproof! Enjoy an economy utterly new in fine hosiery! Now available at leading stores in newest, fashion-right shades . . . \$1.25. In two lengths—one for the tall girl, one for the medium or small. HOLEPROOF, MILWAUKEE.



It's because it is knit *under controlled tension* that Magic Circle adds to its great 2-way stretch the remarkable *reserve stretch* to absorb strains, prevent burst knees or garter runs *even when tightly gartered!*



Quality Seal On Every Pair of Stockings

**HOLEPROOF** *Tested* **HOSIERY**

REG. U. S. PAT. OFF.







**SQUINTING AND WRINKLES**  
are distracting,  
disfiguring signs of eyestrain.  
See (in photograph below)  
the pleasing, relaxing effect  
of Soft-Lite Lenses when  
they are prescribed.

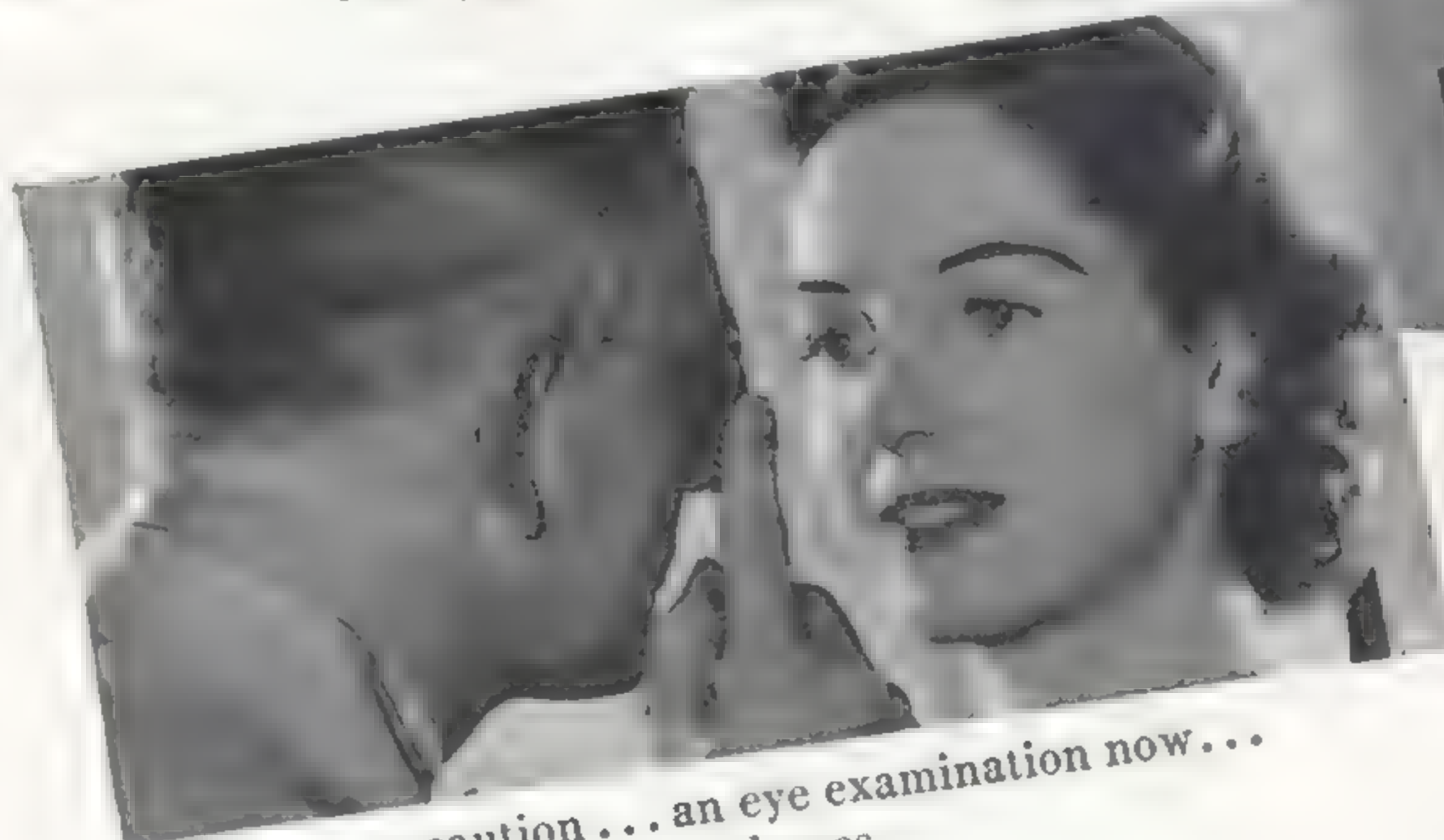
*Open your  
eyes to  
beauty*



● The soul of feminine beauty and charm is in the eyes. But often "the light that lies in woman's eyes" is dimmed by eyestrain. Fortunately, strained, fagged eyes may now be restored to their youthful wide-open beauty. And with this new-found rest and relief comes freedom from squinting, wrinkles, edgy nerves — because Soft-Lite Lenses tone down harmful light that causes eyestrain. And, being delicately flesh-toned, Soft-Lite Lenses are notably inconspicuous. Thus they combine good looks with the ability to give keen, relaxed vision.

That's why these distinguished lenses, styled to harmonize with the contour of the face, are acclaimed by smart women the world over.

Published in the interest of more  
comfortable vision by the Soft-Lite Lens Co.  
New York    Toronto    London



● A wise precaution... an eye examination now...  
or once a year if you wear glasses.



Soft-Lite Licensees issue this Protection Certificate with genuine Soft-Lite Lenses, made at the great optical plant of Bausch & Lomb.

**PRESCRIBED FOR COMFORT AND BETTER APPEARANCE**



Which is the "Dressing Room View" of you?



Why wear yourself out?  
**TALON**  
 fasteners  
 make even the new laced  
 corsets easy to manage!

NEVER again!...the pull and tug to get a foundation on and off. Never again!...the struggle to manage a stubborn closing. Instead—a convenient long Talon slide fastener!

It's swift, secure, *sure*. And on the new Edwardian corsets it saves laborious lacing and unlacing every time they're worn.

Besides, the Talon fastener helps to preserve the shape of your garment. Takes to the tub willingly. Lies flat even under the tiniest-waisted dress.

But remember—only the Talon slide fastener has these special features—the important self-lock, and a patented method of insertion and reinforcement...features that make it *practical* to use slide fasteners on corsets. Better "take a second look" for the trademark "Talon"—always!



Easy on, easy off with a Talon slide fastener...back laces for adjustment.

TALON SLIDE FASTENER • MADE BY TALON, INC. • MEADVILLE, PA.

Reg. U. S. Pat. Off.





## LOOKING AHEAD ... and liking the view?

Marriage on your calendar shortly? New husband, new house, new way of life? Choose Gorham, sterling companion long after your silver wedding rolls round. Maybe your budget won't run to more than \$68, spent for flat silver... enough to set four places at dinner. Maybe you can revel in full dozens of everything tucked away in those fascinating tarnish-proof chests. But if you begin with sterling, you know you've begun right... and that Gorham will stand ready for the next hundred years to match your pattern whenever you feel like treating yourself to an extra-special present. Gorham has flatware patterns for every type of decoration, and hollow-ware as well.

# GORHAM

STERLING

America's Leading Silversmiths Since 1831

Prices per place setting (6 pieces, including small dinner knife and fork, salad fork, butter spreader, cream soup spoon, tea spoon). Above, left to right: NOCTURNE, \$17.17... GREEN-EMERALD, \$16.92. Below, left to right: CHANTILLY, \$16.33... OLD FRENCH, \$16.33... GOVERNOR'S LADY, \$16.92... ROSE MARIE, \$16.73... BUTTERFLY, \$14.33... FAIRFAX, \$16.50... HUNT CLUB, \$16.33... KING EDWARD, \$17.17.



WRITE FOR OUR NEW BOOKLET, "SILVER...on the Well-set Table."

Contains fresh information on how smart young moderns entertain today. Beautifully illustrated with chic table settings. Includes how to serve without a maid... smartly.

THE GORHAM CO., DEPT. V16, PROVIDENCE, R. I.

Please send me one copy of your new booklet, "SILVER...on the Well-set Table," I enclose 10¢.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



# Glamour at 40

THE DU BARRY WAY



Gown, jewels, sandals—Saks Fifth Avenue... Glamour by Du Barry

THE most thrilling years of your whole life can be . . . *should* be . . . the years around 40!

Then . . . experienced, poised, confident . . . how glamorous you are, if your skin looks fresh, lovely!

**Special Du Barry beauty preparations to help you!**

**Derma-Sec Formula.** Particularly recommended for the woman nearing 40, to whom dry skin is such a beauty menace. A rich, lubricating and softening cream. Use daily on face and neck to help guard against that rough and weather-beaten look which comes from dryness. \$3.50

**Rose Cream Mask.** This deliciously fragrant cream mask stimulates and refreshes the surface skin, helps coax it back to its loveliest. Brings a radiant glow to dull, colorless complexions. The ideal mask for dry skin. \$1.50

**Cleansing Cream for Dry Skin.** To give extra lubrication to dry skin, use this lovely cream made with a rich "softening" base. Light, fluffy texture. Delightfully fragrant! \$1.00

**New "Glamour" Make-up Base.** Conceals minor blemishes, lends a petal-smooth finish and gives a lovely warm underglow to your make-up. Eliminates necessity for frequent re-powdering. In three perfect shades—light, medium, dark. \$1.00

**Three ultra-smart winter lipstick shades!**

**Barberry.** Our daring new vermilion red—the brightest red you've ever seen. You simply must have this new lipstick to go with the new bright red gowns and accessories. Wonderful with black; also with the new moss green and earth brown.

**Regal Red.** A rich, deep, luscious-looking red. Stunning with all the deep rich shades of red; also with brown, olive green and black.

**Carmeen.** A clear, pure medium red. So "natural" that it never clashes with anything. No matter how many other lipsticks you have, you ought always have this lovely Carmeen.



Powder—fine-textured, flattering. In all smart shades, \$2.00. Rouge to match all lipsticks, \$1.00.



Barberry Carmeen Regal Red

All lipsticks, \$1.00



Derma-Sec, \$3.50  
Rose Cream Mask, \$1.50

# Du Barry

## BEAUTY PREPARATIONS

MADE BY RICHARD HUDNUT • NEW YORK • PARIS • TORONTO





"Banjo"

LYRIC NEW STOCKING color  
in a madcap Christmas box

STRIKE THE MERRIEST NOTE  
OF THE SEASON WITH "BANJO"

When she opens the merry, merry BANJO BOX  
she finds wish-fulfillment—her best-loved stockings

in the season's wonder color, "BANJO." It's a

song poured into a stocking—this color. A wonder-

ful bareleg tone for midseason allure and for many

months to come. Fill the BANJO BOX, our gift con-

tainer, with wickedly sheer crepes in "BANJO" color  
and hit a staccato note in this singing holiday season.

McCallum Stockings

P R O P P E R S T O C K I N G S



# Complementary Note



So that your great toilettes may echo "Bond Street's" flattery in matching details, these new companion products are now at "Bond Street" perfume counters throughout America. Dusting Powder . . . \$1.50; Toilet Water . . . \$1.50.



At state reception . . . at embassy dinner . . . have you met "Bond Street," ambassador of perfumes—precious upon four continents for the brilliant court it pays to lovely women? Then you'll be delighted to hear that suitable complementary notes have been created and are now available in the fragrance of the same great perfume. See them on this page. And find "Bond Street" in richly emblazoned packages, \$2.50, \$4.50, \$8.50, \$13.50. Yardley, 620 Fifth Avenue, New York, and at finer shops everywhere.

BY APPOINTMENT TO HER MAJESTY QUEEN MARY



## Bond Street *A Perfume by Yardley*



## Co-Educational School

## THE OUT-OF-DOOR SCHOOL

Fall term on Green Mt. estate. Winter-Spring term on Gulf. Outdoor life entire school year. Progressive. Pre-school through 10th grade. Constant supervision. Day and resident. For booklet, address: HARRISON RAUL, DIRECTOR, BOX 11, SARASOTA, FLA.

## Girls' Schools

## OAK GROVE

Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics. Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof Buildings. Mr. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

## STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skating, Tennis, Hockey. 150 Acres. Headmistresses: ISABEL B. CRESSLER CAROLINE L. SUMNER GREENFIELD, MASS.

## HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. Secretarial course, art, household arts, music, riding. Write for Jr. Col. or Preparatory School catalog. GERTRUDE CORNISH MILLIKEN, PRIN., 40 PINE ST., NORTON, MASS.

## ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics. All sports. Riding. Swimming pool. MRS. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

## LASELL JUNIOR COLLEGE

Ten miles from Boston. Two-year courses for high school graduates. Academic, Home Ec., Secretarial, Merchandising, Art, Music. College Preparatory. All sports—riding. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND RD., AUBURNDALE, MASS.

## ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

THE ERSKINE SCHOOL  
JUNIOR COLLEGE COURSES

Two years advanced study in Liberal Arts, Drama, Art, Music, Social Service, Secretarial Studies. Excellent faculty. Catalog. EUPHEMIA V. MCCLINTOCK, DIR., 111 BEACON ST., BOSTON, MASS.

## GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. MRS. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

## ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

## CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y. Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

## EDGEWOOD PARK

College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. Box V, BUIARCLIFF MANOR, N. Y.

## BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX X.

## THE KNOX SCHOOL

College preparatory; also 2-year advanced, accredited courses. Art, music, drama, business, household arts. All sports—golf, riding, skiing, crew. Catalog. Mrs. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

## SCUDDER-COLLVER SCHOOL

An intimate school in practical homemaking. Decoration, landscaping, music, writing, barn theatre. Fall and Spring in spacious historic home near Princeton. Riding and tennis. Winter in N. Y. NATHALIA V. COLLVER, BOX 464, PRINCETON, N. J.

## Women's College

## MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York  
Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.

Extensions:—1027 Fifth Avenue, New York City  
Address Secretary  
Marymount Preparatory Schools:

Wilson Park Tarrytown, New York  
Cor. Fifth Ave. & 84th Street, New York City  
Address Rev. Mother

## SCHOOL DIRECTORY

For detailed information, address: Miss Marian Courtney,  
Vogue's School Bureau, 420 Lexington Ave., New York

## Girls' Schools

## MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. LUCIE C. BEARD, HEADMISTRESS, BOX 392, ORANGE, N. J.

## HARCUM JUNIOR COLLEGE

2-year college—Diploma. Credits transferable. Fine & Com'l Art, Costume Design, Merchandising, Interior Decoration, Drama, Music, Journalism, Home Econ., Nursery, Sec'y, and Medical Sec'y. All Sports. EDITH HARCUM, BOX V, BRYN MAWR, PA.

## OGONTZ JUNIOR COLLEGE

Regular academic courses transferring to senior colleges and universities. Semi-professional, terminal courses in home-making, secretarial, music, art, dramatics. Golf, riding. Field trips. 20 mi. from Phila. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

## PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, El. Journalism, Secretarial, Connecting baths. Sports. Riding. Social life. Catalog:—Box V, CHAMBERSBURG, PA.

## WARD-BELMONT

Accredited Junior College and High School. Conservatory of Music, Art, Literature, Home Economics, Expression, Secretarial, Dancing, Gymnasium, pool, all sports. For literature, address: ALMA PAINE, REGISTRAR, BOX 105, NASHVILLE, TENN.

## KINGSWOOD-CRANBROOK

Grades 7-12, postgraduate. Preparatory and general courses. On lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in arts, sciences, handicrafts. Viewbook. Write SECRETARY, 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

## FERRY HALL

High School & Junior College. Accredited for college preparation & transfer. Secretarial studies. Home Economics, Music, art, dramatics. All sports. On Lake Michigan, 28 mi. from Chicago. 70th yr. ELOISE R. TREMAIN, BOX 4, LAKE FOREST, ILL.

## HACIENDA DEL SOL

TUCSON, ARIZONA  
The oldest accredited non-profit preparatory school and junior college in the southwest. Music, art, dancing. Riding part of daily programme. DORIS CHOATE OESTING, PRINCIPAL

## THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all outdoor sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, LA JOLLA, CALIF.

## KING-SMITH STUDIO-SCHOOL

Specialized study in Music, Art, Dramatics (new little theatre). Dancing. Languages and Literature. Creative Writing. Domestic and Secretarial courses. All subjects elective. Artistic home atmosphere. Catalog. 1755 NEW HAMPSHIRE AV., WASHINGTON, D. C.

## CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. Mrs. F. E. FARRINGTON, REGENT; PHILIP MILO BAIL, PH.D., PRES.; CHEVY CHASE SCHOOL, BOX 8, WASHINGTON, D. C.

## FAIRMONT COLLEGE

Accredited Junior College and 2 year High School. Advantages of Capital. Liberal Arts. Secretarial. Merchandising. Music, Art, Costume design, Radio Broadcasting. Social life. Sports. Riding. Catalog: 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

## FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., BOX V-11, PARK STATION, WATNERSBORO, VA.

## WARRENTON COUNTRY SCHOOL

● BEAUTIFULLY located in Piedmont Valley 40 miles from Washington. French the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer Nature and to inculcate ideas of order and economy. Sports. Riding. Mlle. Lea M. Bouligny, Principal, Box 18, Warrenton, Virginia.

## Boys' Schools

## WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

## RIVERDALE COUNTRY SCHOOL

College preparatory boarding school, combining country life with advantages of N. Y. C. Excellent record. Music, Art, Glee Club. Varied sports. Fireproof dormitory. Write for catalogue. F. S. HACKETT, HEADMASTER, BOX 3, RIVERDALE-ON-HUDSON, N. Y.

## AUGUSTA MILITARY ACADEMY

Preparatory for leading colleges. Gym. pool. All sports. Troop of 36 riding and cavalry horses. 700 acres. 74th year. Reasonable rates. Send for catalog. COL. T. J. ROLLER OR MAJ. C. S. ROLLER, JR., FT. DEFANCE, VA.

## STAUNTON

Distinguished military school for 79 years. Prepares boys (10-20) for all colleges, universities. Annapolis, West Point. Modern fireproof buildings. Separate Junior School. Catalogue. Address COL. EMORY J. MIDDOUR, SUPT., BOX V-11, STAUNTON, VIRGINIA.

You may find the very school you've  
been seeking listed in these columns.

## Fine &amp; Applied Arts

NEW YORK SCHOOL OF  
FINE AND APPLIED ART

William M. Odom, Pres. (Parsons)  
Mid-Year Classes begin January 22. Specialized training in Advertising Design; Interior Architecture and Decoration; Costume Design and Illustration; Teacher Training. Full details on request. BOX V-136 EAST 57 STREET-NEW YORK

TRAPHAGEN SCHOOL  
of FASHION For Results

Internationally Celebrated Graduates  
Intensive Eight Months' Winter Course  
Approved by Regents Register Now  
Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery. Credits. Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. 1. Phone Col. 5-2077. Not the Most Expensive But the Best Investigate Before Registering Elsewhere TRAPHAGEN, 1680 B'WAY (52d ST.) NEW YORK



**SCHOOLS-CHICAGO**  
Famous Career School of the Central West  
STUDENTS PREPARED FOR PROFESSIONAL CONTACTS  
Dress Design, French Cutting, Pattern-making, Line, Color and Fabric Analysis, Merchandising, Styling, Buying, Modeling, Style Reporting and Fashion Advertising, Fashion Executive Training, Shopping and Fashion Photography, Window and Store Display, Advertising, Writing, Layout.  
PERSONAL TRAINING • INDIVIDUAL ADVANCEMENT • EXCEPTIONAL ENVIRONMENT  
WILLIAM F. RAY, Pres., RUTH WADE RAY, Dir., 116 S. Michigan Blvd., Dept. V.11

FASHION ACADEMY  
THE SCHOOL OF FAMOUS GRADUATES  
COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of EMIL ALVIN HARTMAN America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training. 30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

## Fine &amp; Applied Arts

## PEPIN ACADEMY OF FASHION

1004 MARQUETTE AVE., MINNEAPOLIS, MINN.  
Professional training in Costume Design, Fashion Illustration, Pattern Making, Color, Costume History, Textiles, Millinery Design. Also Home Study Courses. Request Catalog V.

## DRESS DESIGN • FASHIONS • ART

Interior Decorating, Drawing, Painting, Cartooning and related subjects. Famous Direct-Project Methods. Faculty of 33 professionals. Get catalog today. CHICAGO ACADEMY OF FINE ARTS  
18 S. MICHIGAN AVE., SUITE KK-11, CHICAGO.

## ACADEMY SAPHO

Midwest's school of French dress designing. Cutting without Patterns. Dress designing, professional training. Spring Classes begin early part of February. Diplomas awarded. MLE. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

## ART INSTITUTE—PITTSBURGH

Dress Design & Construction (graduates successfully designing in New York, London, Hollywood); Fashion Drawing; Commercial Art; Interior Decoration. 1 & 2 yr. courses. Start Now. Catalog. WILLIS SHOOK, DIR., 111 STANWIX ST., PITTSBURGH, PA.

COSTUME DESIGN  
FASHION ILLUSTRATION

INTENSIVE COURSES. A school of charm, distinction and achievement. The Berté Fashion Studio. Berté Abramson, Director, 318 S. 19th St. (at Ritzenhouse Sq.), Phila., Pa. Est. 1921

INTERIOR DECORATION  
Practical Training Course

RESIDENT DAY CLASSES START FEB. 5th. Send for Catalog 6-R. HOME STUDY STARTS AT ONCE. Send for Catalog 6-O.  
N. Y. School of Interior Decoration  
515 Madison Avenue • New York City

## McDOWELL SCHOOL

COSTUME DESIGN  
FASHION ILLUSTRATION  
MILLINERY DRESSMAKING

Excellent Practical Courses in These and Allied Subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request. Day and Evening School  
73 West 45th St., N. Y. C. BRyant 9-3085

## Let us help you . . .

Finding a vocational school is often a difficult task, even though you know in advance what field you want to enter. Perhaps we can be of assistance by telling you something about the distinguishing characteristics of each school. Or if you have not yet decided what your work is to be, we may be able to make suggestions.

Vogue's School Bureau  
420 Lexington Avenue, New York



**Exceptional Children****THE WOODS SCHOOL**

For Exceptional Children Three Separate Schools  
Girls Little Folks Boys  
Box 169, LANGHORNE, PA.  
MOLLIE WOODS HARR, PRINCIPAL

**THE MARY E. POGUE SCHOOL**

For exceptional boys, girls, 36th year. Instruction adapted to child's needs. Manual training, physical education, occupational therapy, speech training. Home environment. Separate buildings for boys, girls. Catalog. 46 GENEVA ROAD, WHEATON, ILLINOIS.

**Speech School****FAIRFIELD HALL**

A school for the Correction of Speech Defects such as stammering, lisping, nasality, cleft-palate, etc., and speech development. WM. R. VAN LGAN, DIRECTOR. 100 STRAWBERRY HILL, STAMFORD, CONNECTICUT.

**Merchandising****TOBÉ-COBURN SCHOOL**

For Fashion Careers. Train for merchandising, advertising, styling, under fashion experts. One-year course for women 20-30. 82% of 1938 class employed before graduation. Send for list of graduates' positions. Catalog V. 9 ROCKEFELLER PLAZA, NEW YORK.

**Fashion Modeling****MALLON-FRIEL STUDIOS**

Qualify you, in a short time, for positions in Style Shows, Avenue Shops, Sample Rooms and Fashion Films. Free placement. New York and Chicago graduates. Booklet V. NEW YORK: RKO BLDG., RADIO CITY. CHICAGO: 32 W. RANDOLPH ST.

**Secretarial & Business****MOON SCHOOL**

38th year—A Distinctive School preparing for Private Secretarial and Executive positions. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Placement service. Catalog. MU 2-1820. 521 FIFTH AVE. (OR 1 E. 43D) NEW YORK, N. Y.

**KATHARINE GIBBS**

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

You can rely on Vogue's personal information regarding these schools.

**Dancing****ROSETTA O'NEILL**

CLASSIC, NATIONAL, BALLROOM DANCING  
Modern technique  
Courses and private lessons.  
36 EAST 67 GROVE POINT  
NEW YORK. WESTPORT, CONN.

**Dramatic Arts****ALVIENE SCHOOL**

of the Theatre. (45th Year.) Stage, Talkies, Radio. Graduates: Lee Tracy, Fred Astaire, Una Merkel. Teaching, Directing, Personal Development. Stock Theatre Training. Appearances, Debuts. Catalog write SEC'Y HAYS, 66 W. 85TH ST., N. Y.

**JANE MANNER**

TEACHER OF STAGE & RADIO ARTISTS  
Diction, Voice, Reading aloud, Platform speech for social and professional use. Studio lessons. Home Study course—send \$1. for introductory lesson. STEINWAY HALL, NEW YORK CITY Circle 7-1855

**FRANCES ROBINSON-DUFF**

"The Great Teacher"—DAVID BRIARCO  
Acting—Directing—Coaching Roles  
Class or Private Instruction  
SECOND FALL COURSE—NOW!  
Bklt. O. 235 E. 62D ST., NEW YORK, RHine. 4-7900.

**AMERICAN ACADEMY OF DRAMATIC ARTS**

Founded 1884 by Franklin H. Sargent

The foremost institution for dramatic training

Catalog from Secretary, Room 251  
Winter Term Begins January 15

Carnegie Hall, New York

**SCHOOL OF THE THEATRE**

Two Year Course. Practical training for Stage or Screen. Competent professional instruction in essentials of Acting, Directing, Teaching, Technical. Experience before paying audiences of "most prolific play producing organization in America." Many big names of pictures credit Playhouse with opportunity for success. Write General Manager for catalog.

**PASADENA PLAYHOUSE**  
36 S. EL MOLINO AVE • PASADENA, CALIFORNIA



*It's Fun to Give and a Pleasure to Receive  
Mendel Quality Luggage*

HERE'S the one gift that pleases more because it gives so much more in appearance, in service, and in lasting satisfaction. It pleases more because of authentic styling, exclusive patterns, individualized interior arrangement, and Shock-Pruf Edge. Sold at better luggage departments and exclusive shops. Mendel-Drucker, Inc., Cincinnati, O.

**MENDEL LUGGAGE**

THE MARK OF THE  
COSMOPOLITAN



Jays

Temple Place  
Boston

UNDER CRYSTAL CHANDELIERS

A dress to set masculine hearts aflame... its iridescent sequined bodice rises from a foam of net.

Infanta blue, pink, or white... \$49.90



Royal Glamour

IN THIS NEWEST

Princess Royal IV

Wrap yourself in regal elegance in this Royal robe of Lullard Flannel. Six luscious colors with contrasting cording: boy blue, black, brown, stop red, Indisla and Patou blue. \$10.95

*At these and other leading stores*

Boston.....Jordan Marsh Co.  
Brooklyn.....Abraham & Straus  
Buffalo.....Adam-Meldrum & Anderson  
Chicago.....Carson Pirie Scott & Co.  
Cleveland.....The Higbee Co.  
Cleveland.....The May Company  
Dallas.....Sanger Bros., Inc.  
Detroit.....B. Siegel Co.  
Los Angeles.....Bullock's  
Newark.....L. Bamberger & Co.  
New York.....Franklin Simon's  
Pittsburgh.....Kaufmann's  
Sacramento.....Weinstock, Lubin & Co.  
St. Louis.....Famous & Barr Co.  
St. Louis.....Scruggs Vandervoort & Barney  
Tulsa.....Seidenbach's, Inc.

ROYAL ROBES, INC., 1350 Broadway, N. Y. C.





*Encore a nuit in Celanese rayon by Kalmour*

**Firefly ...** Fragility, aglow with a sprinkling of gold and rhinestone stardust. In Celanese rayon and silk Celamist.\* ... At left, **Candlelight ...** Sudden flame of color in striking contrast lights up the hood, bodice and skirt. In two-tone Celanese rayon Fernweb. At leading stores everywhere, or write to Kallman & Morris, Inc., 530 Seventh Ave., New York City



at the smartest fingertips . . .

REVLON

*"the nail enamel  
your manicurist  
recommends"*



GOWN...LORD & TAYLOR JEWELS...MARCUS

BRAVO • CHILIBEAN • SHY • RED DICE • REVLON'S FOUR NEWEST NAIL ENAMEL SHADES



*Front and Rear — Far or Near!*

IT'S <sup>THE</sup> BEAUTIFUL CHRYSLER!



What every woman wants is in this Beautiful Chrysler for 1940! Prestige in its glorious styling! Relaxation in the cushioned ease of its lovely, roomy interior! Adventure in its thrilling, eager performance! Delight in its ease of handling, silence and matchless riding comfort . . . satisfaction in its lasting fine quality!

IF CHRYSLER engineers had designed the newest Chrysler for women only, they could not have succeeded better from a woman's viewpoint.

It has grace...and beauty...and flowing, modeled curves. It has finish...and life...and color. And better than all of these, it has that elusive rarity . . . style.

Just watch a woman at the wheel of a Chrysler...see her eyes brighten and her shoulders straighten! Watch her drink in the gleam-



SEATS INCHES WIDER...lots of elbow room, head room, leg room...room to move around!

ing beauty of the moulded plastic instrument panel...the custom quality of the rich upholstery...the unprecedented luxury of the wider, softer seats!

The smallest hand can guide this Chrysler like an expert! Steering wheel gear-shift . . . a wheel that answers the lightest touch...brakes that nobody has ever equalled...marvelous parking ease!

Riding comfort that's utterly new, because of the scientific weight distribu-

tion, which places all seats between axles and makes the rear seat as jolt-free as the front!

Spirit! New and thrilling power . . . power so smooth and controlled that it seems a part of yourself! Several models have Fluid Drive, Chrysler's latest engineering miracle!

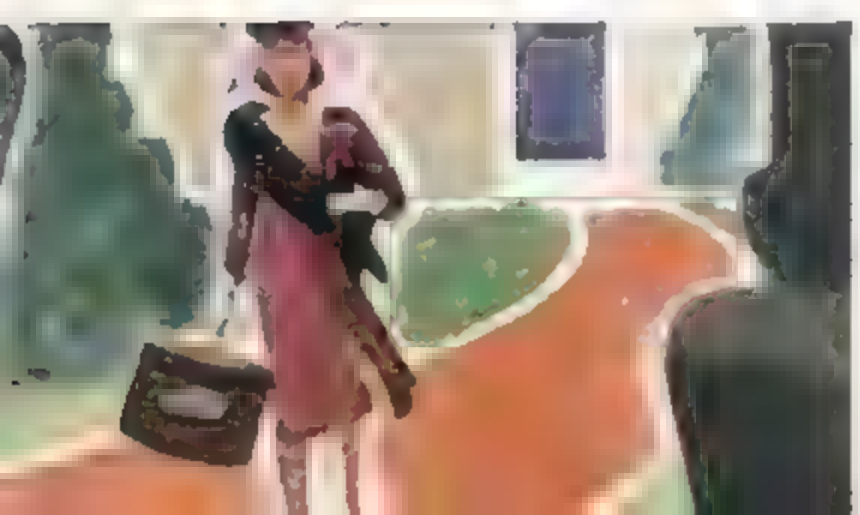
Drive the Beautiful Chrysler! See what Chrysler engineers have done for women. It's a beauty for style . . . a beauty for all-day comfort . . . a beauty for driving ease! . . . and a beauty for value!

★ ★ ★  
Tune in on Major Bowes, Columbia Network,  
Every Thursday, 9 to 10 P. M., E. S. T.



EASY TO DRIVE! Easy to steer and shift and stop and park! Clear vision in all directions!

DOORS WIDE AS HOUSE DOORS!



No cutaway at the bottom to narrow them . . . no danger of tripping or soiling a party gown when getting in or out! Much more beautiful, too!

BE MODERN

*Buy Chrysler!*





*"Do not say splendid (kekko) until you have seen Nikko", say the Japanese—of this magnificent mountain shrine approached by a stately avenue of lowering cryptomeria, 300 years old.*

## Nippon's changeless charm

Today, in Japan, as in no other land on earth, you can recapture the charm of antiquity that endures untarnished . . . of quiet beauty unmarred by a changing world. Tranquil . . . refreshing.

To visit Nippon is to step into an exquisite scroll-picture: to lose yourself in a delicate pattern of pines and petals . . . temples and torii's . . . legends that live in panoplied processions—aglow with the lantern-light and festival banners of past generations.

Here, fragile loveliness vies with dignity and splendor. You

find placid garden-lakes mirroring feudal castles, tiny dwarfed trees flourishing beneath giant cedars. And in the busy cities you hear the soft pad-pad of rikisha runners, as you motor from your luxurious modern hotel to view Japan's timeless treasures—or to enjoy familiar sports and diversions at a shore or mountain resort, exhilarating and delightful the year 'round.

Come to Nippon for the experience of your life-time: one that will stand alone among your travel recollections.

BOARD OF TOURIST INDUSTRY • JAPANESE GOVERNMENT RAILWAYS  
For illustrated literature on Japan, apply to your travel agent or write to Japan  
Tourist Bureau, 630 Fifth Ave., New York, N. Y. 1151 S. Broadway, Los Angeles, Calif.





## ARIZONA

## Castle Hot Springs

Castle Hot Springs. Distinctive winter resort. No dust. Excellent horses. Swimming. Sun bathing. Tennis. Golf. Amer. Plan. Walter Rounsevel, Mgr.

## Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

## Phoenix

Hotel Westward Ho. Premier hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

## Tucson

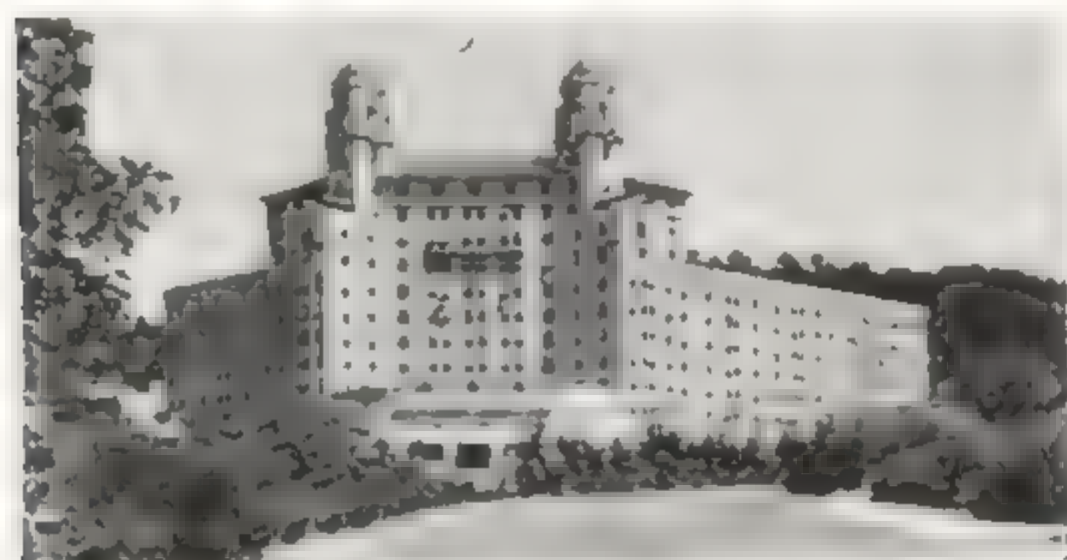
Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

## ARKANSAS

## Hot Springs National Park



ARLINGTON HOTEL AND BATHS

One of the South's finest resort hotels: exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

## CALIFORNIA

## La Jolla



CASA DE MANANA

A warm happy Winter is promised you in La Jolla, California, at a distinctive hotel for discriminating people. American & European plans with table d'hôte dining room. Mexico—Winter Racing—Palomar Observatory within easy driving distance. For details or reservations write or wire Mrs. I. M. Hopkins, Owner.

## Ojai

Ojai Valley Country Club. Golf, horseback riding, all outdoor sports. Peaceful and secluded. Climate unexcelled. Write for reservations and booklet.

## Riverside

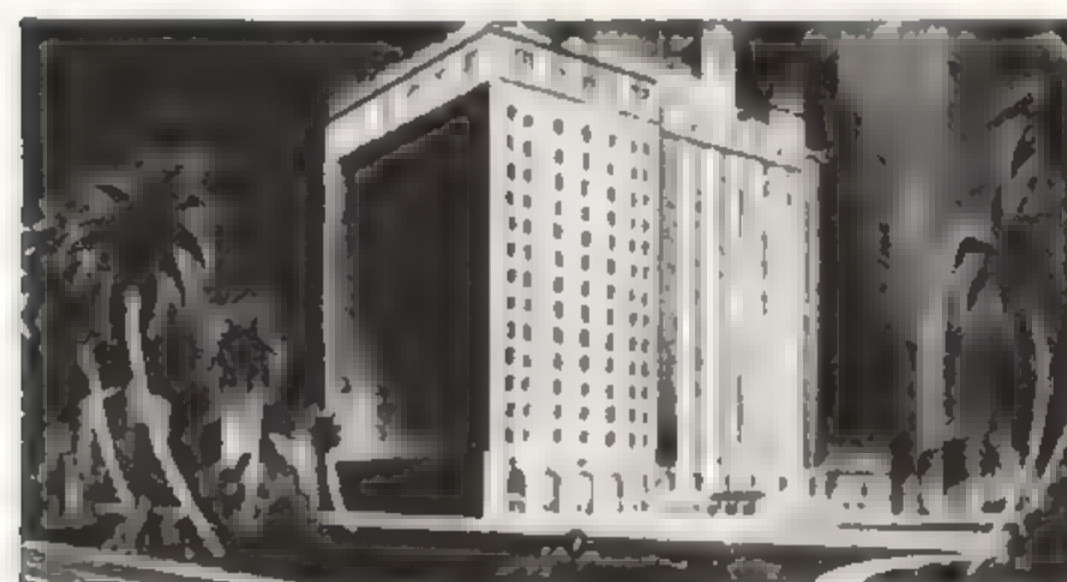
Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms \$3.50—up. Write for folder.

## Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

## FLORIDA

## Miami



THE COLUMBUS

Miami's finest hotel. Seventeen floors of solid comfort. Facing Park and Bay. In the social and geographical center of Miami. Convenient to everything. Two floors of public rooms. Individualized decorations and furnishings, soft water plant, steam heat—every possible service to enhance your stay. 17th Floor Dining Room. Reservations well in advance advisable. Booklet on request.

## A DIRECTORY OF FINE HOTELS &amp; RESORTS

## VOGUE'S TRAVELOG

**SOUTHWARD HO!** You can head for the South with the birds this year! For Florida, the Home of Eternal Youth, is proving the point to our complete satisfaction and demonstrating its youthful, energetic spirit by pushing its season ahead quite effortlessly, as though by leger-de-main. Time was, when the southern resorts started to hold court in late December. But that is a thing of the past, you will undoubtedly be glad to hear. You can now go down at the first hint of frost—and know that a gay time is awaiting you. Hotels are already opening with éclat, and the social season is On.... Not that a trip down South needs any added inducements—but we thought you might like to know that one of America's favorite play-grounds can house you a little longer this year.

**AUTUMN IN YOSEMITE.** There's a friendly, "woody" feeling, a primitive charm about Yosemite in autumn that makes one wish to know it more intimately. For all too brief a spell the park becomes an enchanted woodland of colour.

In autumn every bridle path and mountain trail beckons to adventure. And golf, tennis, badminton—all outdoor sports—have an added zest. Crisp mornings that make your blood tingle...tranquil Indian Summer days warmed by a mellow sun...nights that are calm and restful, brightened by a harvest moon—this is Yosemite in November.

## FLORIDA

## Clearwater

Fort Harrison Hotel. Overlooking Clearwater Bay and Gulf of Mexico. Golf, bathing, fishing. Amer. or Eur. plan. 253 rooms, moderate rates. L. G. Davis, Mgr.

## Daytona Beach

Princess Isseña, The Inn and Cottages. A delightful hotel in a perfect setting catering to a selected clientele. Now open. Henry W. Haynes, Prop.

## Dunedin

The Fenway. The West Coast's finest resort. On Clearwater Bay and the Gulf. Fishing, boating, bathing, tennis, golf. C. Townsend Scanlan, Manager.

## Miami Beach



THE BELMAR

Capacity doubled this year by popular acclaim. Beach Breakfast Bar, Roof recreation room, ocean view dining room and terrace, solarium—privately patrolled beach. Palm garden. Light and sunny, extensive structural glass. Steam heat, tiled baths. European Plan. On the Ocean at 26th St. Advance reservations advisable. Rates and booklet on request. Bruno Weil, Manager.

## Miami Beach



THE HOTEL PANCOAST

Most exclusive resort hotel in America. Located in an exotic tropical setting directly on the Ocean front. Private bathing beach and cabana club. Restful atmosphere, yet close to all seasonal activities. Outdoor sports all winter. Open all year. American plan during winter season. Write or wire to Arthur Pancoast, President; Norman Pancoast, Manager.

## FLORIDA

## Jacksonville

Hotel Windsor. Heart of city facing beautiful Hemming Park. Large rms.; unique parlors; terrace dining room; wide porches. Lobby entrance to garage.

## Miami

The Dallas Park. Rooms, apartments, penthouses. Roof sun bathing, 11 stories, overlooking beautiful Biscayne Bay. Moderate rates. M. F. Whelan, Mgr.

The McAllister. Downtown Miami, facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath and shower. Leonard K. Thomson, Manager.

## Miami Beach



THE SURFSIDE

One of the largest private beaches of any Miami Beach Hotel reserved for guests. 125 Rooms—all waterfront, ocean or lake, all with private bath and shower. Ownership management. European Plan, reasonable rates. Excellent Dining Room. All sports. Separate Bather's Elevator. Fireproof. Steam Heat. Early Reservations. Write for booklet to J. H. Miller, Managing Director.

## Miami Beach



THE WHITMAN BY-THE-SEA

"Aristocrat of Miami Beach" . . . Occupying full block between Ocean and Indian Creek in highly restricted section. Private bathing beach, Marine terrace for dining, dancing and deck sports. Convenient to all attractions. Unrivalled cuisine and service. European Plan. Selected clientele. Reservations in advance. Illustrated 32-page booklet on request to Fatio Dunham, Manager.

## FLORIDA

## Miami Beach

The Flamingo. All that is best in Resort Life. Restricted. Special early season rates. Bungalows. Holiday rendezvous for students. C. S. Krom, Manager.

Hotel Good. Enjoy a gracious, homelike atmosphere in the exclusive, north shore district. Private beach, restricted clientele. Fred S. Rossner, Mgr.

## Ponte Vedra Beach



THE INN

Luxurious seaside resort hotel facing America's finest beach midway between Jacksonville and St. Augustine. Country club atmosphere. Charming accommodations. Adjoins world-famous golf links. Bath Club with pool and surf bathing. Fishing, hunting, tennis, riding, archery. Climate excellent for allergic ailments. Restricted clientele. Moderate rates. Booklet.

## St. Petersburg

Jungle Hotel. Country Club atmosphere. Golf at the door. Riding, Fishing, Tennis. Famed for food, service and fair rates. John F. Hynes, Mgr.

The Princess Martha—St. Petersburg's largest and best located downtown hotel. Every modern comfort. European. Dining room. Booklet. A. L. Manning.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Every sport attraction. Booklet.

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

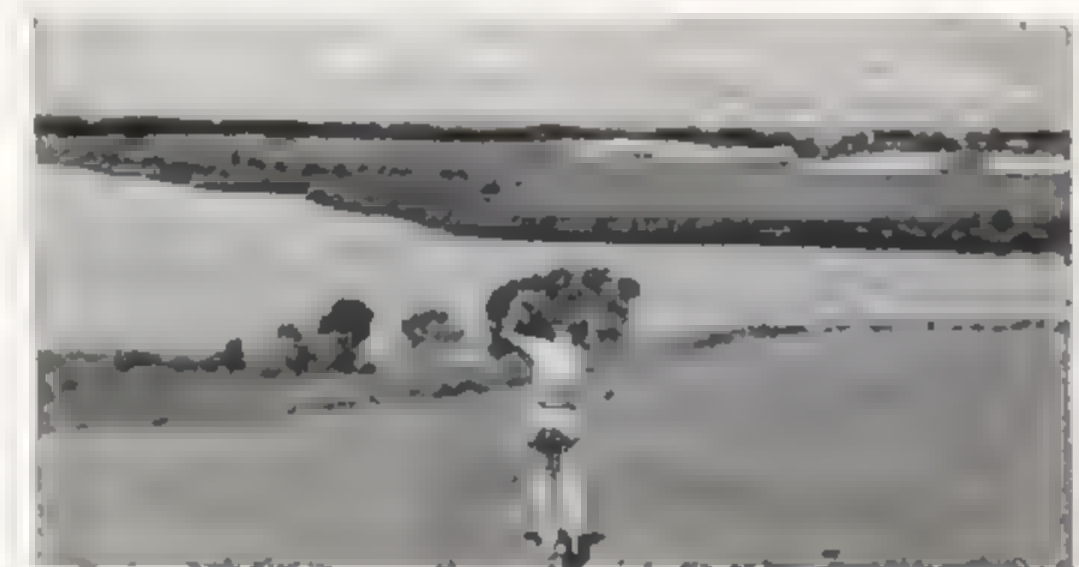
Suwannee Hotel. Close to everything of interest. 205 rooms, each with tub and shower bath. European plan. Dining room. Paul Brown, Manager.

## Sebring

Harder Hall. "On the Ridge." No humidity. 6500-yd. golf course. Steam heat. 150 rooms and baths. Select clientele. Folder V. Eltinge Bros.—Mgrs.

## GEORGIA

## Sea Island



THE CLOISTER

Golf, ride, shoot skeet, swim. Try every sport with new zest. Revel or rest in tonic sea air, with your appetite tempted, your whims anticipated in the distinctive setting at The Cloister. Come by motor, rail, boat, plane. Early season rates to Feb. Offices: New York, 630 Fifth Ave., Circle 5-8055. Chicago, Board of Trade Building, Harrison 6655. Montreal, Bell Tel. Bldg., Marquette 1186.

## Thomasville

Three Toms Inn. A charming winter resort hotel; splendid golf, swimming pool, riding, hunting. Ideal climate. Booklet. Direction of Geo. C. Krewson, Jr.

## MARYLAND

## Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

## MISSISSIPPI

## Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

## MISSOURI

## Kansas City

Riviera-Locarno Apt. Hotels, 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms, 2 & 3 baths.

## NEW HAMPSHIRE

## Hanover

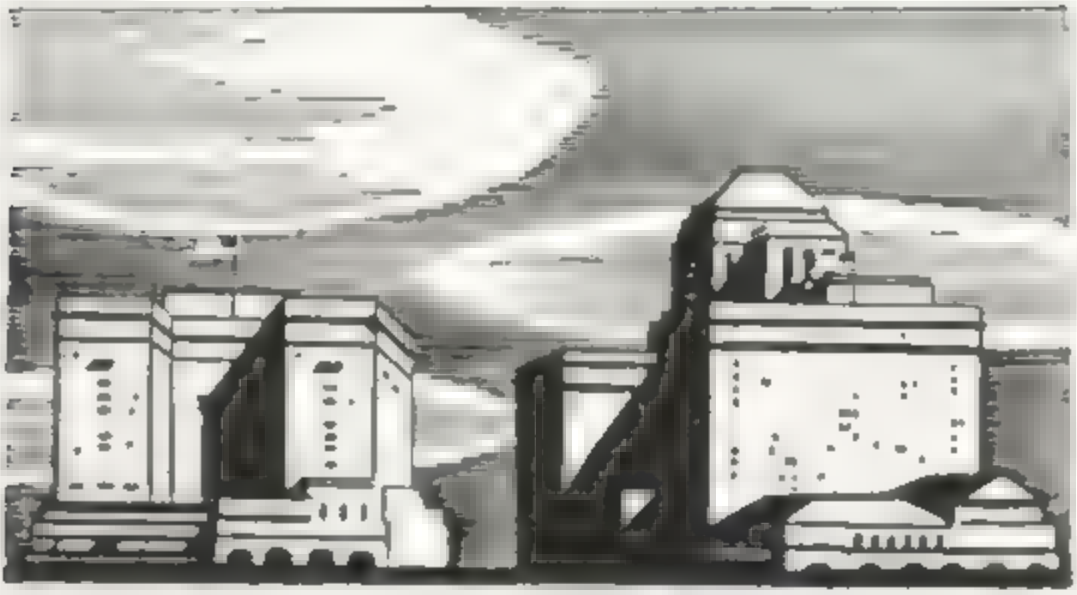
The Hanover Inn at Dartmouth College. Open all year. Winter sports booklet. Ford & Peggy Sayre, Mgrs. Robt. F. Warner, N. Y. Rep. Tel. BR 9-6348.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers



**NEW JERSEY**

**Atlantic City**



**CHALFONTE-HADDON HALL**

Where a restricted clientele enjoys a beachfront location enhanced by unique attractions in and about the hotels. Long Ocean Decks. Riding on the sand. Bicycling. Golf nearby. Squash, badminton. Bridge instruction. Concerts, dances, varied entertainment. 1000 large rooms. Seaside lounges. Health baths. Excellent food.

**Atlantic City**

**Marlborough-Blenheim.** Central boardwalk, overlooking ocean. American and European plans. 37 years' ownership management. Josiah White & Sons Co.

**NEW YORK**

**New York City**

**Allerton House for Women.** 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from \$2.50 daily. Weekly rates on application.

**American Woman's Club.** 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from \$3; double from \$5.

**The Barbizon.** Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12.50 up. Daily \$2.50. Bklt. "V".

**Barbizon-Plaza.** New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from \$4 single, \$7 double. Continental breakfast included. Bklt. "VM".

**The Beekman.** Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

**Beekman Tower.** 49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. \$2.50 Daily. Booklet V.

**The Buckingham.** 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

**Hotel Seymour.** 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. \$1. single; \$5.50 double; Suites \$8.

**NORTH CAROLINA**

**Greensboro**

**Sedgefield Inn.** Restful, modern, adjoins famous golf course. Riding, Tennis, etc. Excellent Food. American Plan. Folder. Louis D. Miller, Manager.

**PENNSYLVANIA**

**Philadelphia**

**Bellevue-Stratford.** "One of the Few World Famous Hotels in America." Rates begin at \$3.85. Claude H. Bennett, General Manager.

**Skytop**

**Skytop Club.** Socially restricted. 105 miles from New York. American Plan. Non-members write Skytop Club, or N. Y. office, Biltmore Hotel.

**TEXAS**

**Hunt**

**Waldemar Ranch.** In Guadalupe Mtns. 85 mi. W. San Antonio. Riding, golf, tennis. Fine food, relaxation. Season Dec.-March. Restricted Clientele. Bklt.

**San Antonio**

**The St. Anthony.** World's largest year-around air conditioned hotel. Luxurious and beautifully appointed. Nationally famous chef. Paul McSweeney, President.

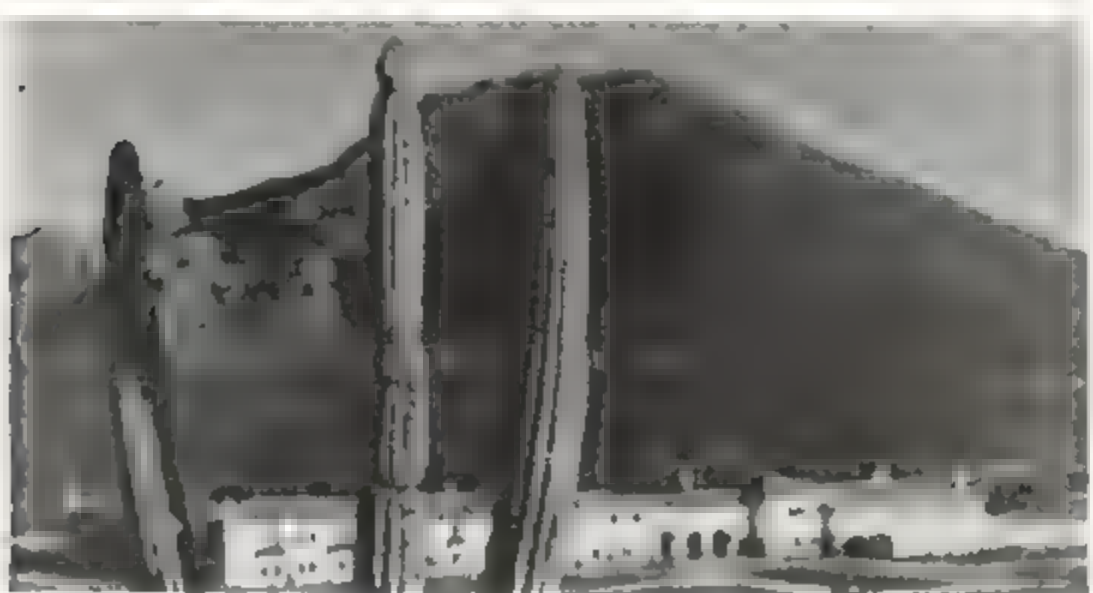
**VIRGINIA**

**Virginia Beach**

**Cavalier Hotel and Country Club.** Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mgr. Dir. Write for Booklet W.

**MEXICO**

**Guaymas**



**HOTEL PLAYA DE CORTES**

A short trip by air-conditioned Pullman from Tucson, Arizona, is Southern Pacific's Hotel Playa de Cortes, the desert resort by the sea near Guaymas, Mexico. Warm sunshine. Swimming, tennis, riding, badminton, finest deep-sea fishing. American Plan. See your travel agent or O. P. Bartlett, Dept. VH-11, 310 S. Michigan Ave., Chicago.

# Your Main Line to Sunshine

"GOLDEN STATE LIMITED" AND "CALIFORNIAN" VIA CHICAGO

"SUNSET LIMITED" AND "ARGONAUT" VIA NEW ORLEANS

EL PASO AND CARLSBAD CAVERNS NATIONAL PARK

SOUTHERN ARIZONA GUEST RANCHES AND RESORTS

PALM SPRINGS DESERT RESORTS

HOTEL PLAYA DE CORTES GUAYMAS, MEXICO

LOS ANGELES SAN DIEGO

## TO CALIFORNIA

in luxury for no extra fare!

Speeding to California through America's sunniest winter region, Southern Pacific's SUNSET and GOLDEN STATE ROUTE trains are the *only* main line trains to Southern Arizona and Palm Springs. They're the luxurious, no extra fare trains to Carlsbad Caverns National Park, Hotel Playa de Cortés, Los Angeles, Hollywood, San Diego, Santa Barbara, Del Monte, San Francisco. For details about these trains and the sunny playground they serve....

**Mail this coupon today**  
O. P. BARTLETT, Dept. VO-11,  
310 So. Michigan Ave., Chicago.  
Send me the booklet I've checked:  
☐ Guest Ranches   ☐ Playa de Cortés  
☐ Desert Resorts   ☐ Carlsbad Caverns

Your Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Southern Pacific



# MIAMI



## A NEW Fashion IN LIVING

Miami's famous shops set next summer's fashions in resortwear—so much so that smartest visitors wait, shop after arrival, assure themselves of the "dernier cri."

But Miami's basic appeal to women is deeper—sets a new fashion in living as well as in dress. Outdoor freedom—sun-kissed children—fresh foods and fruit—Miami adds up to the most pleasant pattern for existence under the sun.

Last year, well over a million visitors proved that an entire winter in Miami is no longer for the wealthy alone—that a little planning will give you—your family—the tropic vacation you've dreamed of. The coupon will bring Miami's new booklet—color photos, costs, recreation and sports programs—everything you need to perfect your plans. Mail it today!

MIAMI CHAMBER OF COMMERCE  
Miami, Florida

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





## SENIORS! Last call to enter

# Vogue's 5th Prix de Paris

## ... Win a place on Vogue in this contest for college women seniors

November 20 is the dead-line! If you plan to enter Vogue's Prix de Paris, remember that your answers to four of the questions below must be mailed by this date. Don't delay—or you'll miss the opportunity to compete for the following prizes: 3 positions on Vogue . . . 5 cash prizes . . . Honourable Mentions. Other doors will be open to you, too. Here's where some of last year's contestants are now working: New York *Times*, Bergdorf Goodman, Macy's, Marshall Field, in New York; Bamberger's in Newark; La Salle & Koch in Toledo; Hudson's in Detroit; Minneapolis *Tribune*; Neusteter's in Denver; Newspaper Service Corporation in Houston.

### QUIZ NO. 1

Answer any 4 of the following questions. Please number your answers.

1. Write your own introduction (first paragraph only) to "Under 20", page 93 of the Oct. 1 issue—about 200 words.
2. Choose a black "basic" daytime dress from the Oct. 1 or 15 issue. Describe, sketch, or clip from issues of Vogue accompanying accessories for: (1) office, (2) tea, (3) dinner.
3. Tell in 100 to 150 words which, in your opinion, are the most important autumn fashion trends.
4. In an article of 250 words, discuss the new laced corset, giving your own and your college associates' views on it. On which occasions should it be worn? Do you consider it a satisfactory method of achieving a tiny waist-line?

5. Choose the three advertisements from the Oct. 15 issue that you consider the most successful. Tell, in three accompanying paragraphs of 50 to 100 words, the reasons for your choices.

6. Write another "People are talking about" (see page 58 of the Oct. 1 issue) in 200 to 300 words, using new material.

7. Do Vogue's Vanity Fair features (music, art, literature, theatre, etc.) interest you? Do you think Vogue should devote more space to these topics? In a short paragraph of 100 words suggest a subject for a Vanity Fair article or a photographic feature.

8. Select some topic of current interest (art exhibition, concert, restaurant, play, etc.) and describe it in a paragraph of 150 words—in the manner of Vogue Covers the Town.

### ENTRANCE BLANK

Address all material and inquiries to Vogue's Prix de Paris, 420 Lexington Avenue, New York City

NAME \_\_\_\_\_

PLEASE PRINT CLEARLY OR TYPE

HOME ADDRESS \_\_\_\_\_

MEMBER OF THE CLASS OF 1940 OF \_\_\_\_\_ UNIVERSITY

OR COLLEGE

COLLEGE ADDRESS \_\_\_\_\_

### CONTEST RULES

First prize in Vogue's Prix de Paris is a year's employment with Vogue, six months of which will be spent in New York, six months in Paris, if world conditions permit; otherwise, the full period of one year will be spent on Vogue's New York staff. Second prize is six months' employment in the New York office of Vogue. A special Vanity Fair award—six months' employment as a feature-writer on the New York staff—will be given to the girl who writes the most outstanding quizzes and thesis on a Vanity Fair topic. In addition to the three major prizes, Vogue will purchase five theses for publication. Honourable Mentions will be awarded to girls whose papers show outstanding merit.

1. Each entrant must be a member of the graduating class of 1940 in a U.S. college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts; first, a series of 4 quizzes to be answered by all entrants; second, a thesis which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of at least 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and four on Vanity Fair features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, appears at the left on this page. The succeeding quizzes will appear in the issues of December 1st, January 1st, and March 1st. Save your copies of Vogue until the end of the contest; you may need them for reference.

6. Papers will be graded on these points: Clear and vivid writing; dramatic presentation of ideas; fashion knowledge derived from a study of Vogue; general information.

7. Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit a thesis in competition for the prizes. Entrants will be notified by telegram if they are eligible.

9. Subjects for the thesis will be announced April 1st. Theses must not exceed 1500 words in length and are due on May 1st, 1940.

10. All test papers and theses must be typewritten in double-space on one side of the page. The name and college of the contestant must appear on every page.

11. The winners of the Prix de Paris will be announced on or about June 1, 1940.





# DEMI JOUR

(TWILIGHT)

*Nouvelle création*



PERFUMER SINCE 1776

# HOUBIGANT

SYMBOLIZES THE MOST  
REFINED FRENCH QUALITIES





*Parterre Box... Metropolitan Opera*

**H O C K A N U M**  
*Woolens*

*Prologue:* Long evening coat in bright red Wool...long-sleeved dinner-suit in royal blue Wool...evening coat in emerald green Wool! Glamorous colors in the richest of textures distinguish a collection of luxurious Hockanum Woolens made especially for evening. The clothes in the picture, and many others of similar beauty, are now on sale in the better shops everywhere. For the name of the nearest one, write to J. P. Stevens & Co., Inc., Empire State Building, New York.



# THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

## RESTAURANTS—dining

### DIVAN PARISIEN

17 East 45th St.  
Le Restaurant Par Excellence. Cuisine Française.  
Famous for "Chicken Divan" and special salad.  
Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning MURRAY HILL 2-9223

**THE MARGUERY—RESTAURANT FRANÇAIS**  
270 Park Ave.—WI. 2-8494. Famous for the real  
Filet of Sole Marguery and hot hors d'oeuvres. Parisian  
Specialties every day. Lunch—Dinner—Cocktail Hour.

### JANE DAVIES'

145 West 55th St. Dinner  
Luncheon 55c, 65c, 75c Vintage Wines \$1 and \$1.25

**ALEXANDRA RESTAURANT**—8 East 49th Street.  
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to  
8:30 P.M. Sunday dinners—noon to 8:30 P.M. The  
most talked about dining place in New York.

**CRILLON**, 116 E. 48th St. Completely air-conditioned.  
Justly famous for cuisine and cellar. Luncheon \$1  
—Dinner from \$1.50 in the Main Dining Room. Dollar  
London-Butter-Dinner before theatre in the Bar.

**THE BLUE BOWL AT 157 EAST 48th ST.**  
specializes in good food served in informal and friendly  
surroundings. The kind of place you return to again  
and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

### KENTUCKY SERVES A MEAL

Featuring Kentucky Mint Juleps.  
Luncheon from 75c—Dinner from \$1.00 to \$1.50  
Elizabeth D. Reynolds, Inc., 15 East 48th St.

**MIYAKO—JAPANESE CUISINE**, 340 W. 58th St.  
Columbus 5-0577. Famous original Sukiyaki—cooked  
right on your table. Tempura Cuisine. Excellent lunch-  
eon & dinner. Open 12 to 11 P.M. Air Conditioned.

**CHAMBORD**—803 Third Avenue, N. Y. (EL 5-7180).  
French Cuisine for the gourmet. Novel kitchen behind  
glass. Cellar for "Connaisseurs". Lunch from \$1.00.  
Dinner from \$2.00. Air conditioned. Closed Sundays.

**CAVIAR RESTAURANT**—18 East 49th Street.  
"Rendezvous for Epicureans." Direction of Antoine  
Padone. Unique cuisine, rare wines. Luncheon, cock-  
tail hour, dinner. Wickersham 2-2224.

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way.  
Famous for "onion soup", Chateaubriand Steak. Din-  
ner \$1 up; lunch 65c. Janet entertains. Visit our bar.  
Closed Sundays. Columbus 5-8717.

### CAFE TROUVILLE

112 East 52nd St.  
Open for luncheon, cocktail hour and dinner.  
Entertainment during supper.

### WHITE TURKEY TOWN HOUSE

Thanksgiving Dinner

Bountifully served in the appropriate Colonial set-  
ting—an event that will long be remembered. Served  
both at the Town House and at the White Turkey  
Inn, Danbury, Conn. By reservation only. Brochure  
giving details mailed on request to White Turkey  
Town House, 1 University Place, N. Y. C. AL 4-8029.

### BARBOUR

1 West 52nd Street at Fifth Avenue.  
Special three course luncheon \$1.60, served 11:45 to 3.  
Four course dinner \$1. Soundproofed. Bar and Grill.

**CAFE ST. DENIS**—11 East 53rd Street, EL. 5-8032.  
A real French Restaurant catering to cosmopolitan  
palates. Air Conditioned. Lunch from 75c. Dinner  
from \$1.25. Also à la carte.

**SCHRAFFT'S**. Home of Fine American Cooking.  
Breakfast, Luncheon, Afternoon Tea, Cocktails, Din-  
ner, Supper, Sodas, Ice Cream, Cakes, Candy, Club  
Dinner \$1.35. 38 Schrafft's in Greater N. Y.

### LA CRÉMAILLÈRE

Formerly on the Roof 30 Central Pk. S., now 24 E.  
62nd. Cocktail lounge. Cuisine and Cellar of reputa-  
tion. Lunch from \$1. Dinner from \$1.75. RH. 4-9671.

### KUNGSHOLM, 142 E. 55 St.

Prix Fixe Luncheon 75c. Dinner de luxe from \$1.25.  
Including Smörgåsbord, Cocktail Bar & lounge. Music  
by Muzak. Swedish specialties. EL. 5-8183.

Traditions are pretty indomit-  
able affairs—and the food world is no  
exception. Easter has its eggs; Christ-  
mas has its plum pudding; Shrove  
Tuesday has its pancakes; and of  
course (you've probably suspected  
what we're getting at) Thanksgiving,  
with its t-rk-y and cr-be-y s-cc is  
the biggest stickler of them all. Ima-  
gine sitting down to a festive board  
bedecked with—say, lamb chops! Oh  
no! It would never do.

Those early Massachusetts Bay  
colonists shot wild turkey for their  
celebration—and so turkey it is. It's  
traditional! It's a custom staunch as  
Plymouth Rock—and we're glad of it.

Well, Thanksgiving time is  
here again. The harvest is in, and  
there is a feeling of good living in  
the air. Turkey is just the beginning.  
Think of all the things that go with  
it—pumpkin pie, and hot breads, and  
—well, you fill in the rest. It's a time  
of laden tables and good dining,  
whether you stay *chez vous*, or fare  
forth to the restaurants.

We won't go into the *chez vous*  
part of it, but we will go into the  
question of restaurants. We've as-  
sembled a list for you, which we think  
should be a convenient thing to have  
around. We've gone the rounds, and  
have tabulated places to dine with or  
without dancing, in or out of town,  
with American food or foreign—take  
your pick. There just isn't a wish along  
the culinary line that you could have  
that we haven't anticipated. So you  
might as well take advantage of our  
findings. We give you The Gourmet's  
Guide. Refer to it frequently—it  
should help you to celebrate Thanks-  
giving time in the right spirit.

## RESTAURANTS—dining

4 W. 49th **SUSAN PALMER** 11 A.M. to 11 P.M.  
No better food any place at any price. Specialties  
every day by popular demand. Luncheon from 65c—  
Dinner from \$1.00. Try the famous oyster bar.

### COLBERT 12 East 49th Street

Luncheon from \$1.25. Dinner from \$2.00. Sea Food  
Bar—Beefsteak Garret. One of America's most un-  
usual Restaurants. French Cuisine. PLaza 8-1865.

## Le Poissonnier

(Madeleine)

Luncheon \$1.00

Admiral's Sea Food dinner . . . . \$2.00

Carefree entertainment nightly after 9 p.m.

121 EAST 52ND STREET

Tel. ELdorado 5-9706

## DWIGHT FISKE

IN HIS STORIES AT THE PIANO  
AFTER THE THEATRE in the  
Cafe Lounge and Snack Bar

**EMILE PETTI**  
and his Orchestra

THE COCKTAIL HOUR

DANCING Daily and Sunday and after the Theatre  
SNACK BAR Luncheon and Dinner Daily and Sunday

**MARION COOLEY'S SUNDAY NIGHTS**  
In the Savoy Room • Buffet Supper  
Dancing—Emile Petti and his Orchestra

## SAVOY-PLAZA

FIFTH AVENUE • 58th to 59th STREETS

## RESTAURANTS—dining

**PATRICIA MURPHY'S Candlelight Restaurants.**  
The Barclay—33 E. 60th St., Manhattan  
The Candlelight—114 Henry St., Brooklyn  
Sophisticated American Foods

**THEODORE'S RESTAURANT**, 4 East 56th Street.  
PLaza 3-6426. One of New York's outstanding restau-  
rants. Luncheon \$1.25. Cocktails, Dinner \$2. Closed  
Sundays. Le Ruban Bleu open 11 P.M. to 4 A.M.

### PORTOROSE—10 East 52nd St.

Famous continental cuisine, intimate atmosphere.  
Luncheon \$1.00, Dinner \$2.00. Also à la carte. All  
game in season. ELdorado 5-9144.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine.  
Luncheon, Dinner and after theatre. Dancing—En-  
tertainment. George Sterney's Orchestra and Tis-  
dale's Trio. Reservations. PLaza 3-8887.

**LARUE**—45 East 58th Street, VOI. 5-6374. New  
York's smart rendezvous. Cocktails, dinner, supper.  
Eddie Davis' & Joseph Smith's orchestras. Continuous  
dancing till 4 A.M.

**ST. MORITZ-ON-THE-PARK**, 50 Central Park  
South. Dinner and supper dancing in the Cafe de la  
Paix, featuring 'Round the World Bar and Sidewalk  
Cafe. The home of the famous Rumpelmayer's.

## LOUNGE BAR

**WHALER BAR**—Madison Ave. at 38th St., N. Y.  
Board the whaler "Wanderer" as she gets under  
way with a full cargo and all hands on deck. Pull up  
to the captain's table and have your tot of pilot's  
grog. Special shoppers' luncheon from 55c.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON**  
715 Fifth Avenue. Where smart women learn to diet  
for streamlined vitality in an atmosphere of inter-  
national chic. Four-course luncheon, \$1. to \$1.50.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gour-  
mets, So. Huntington. Cuisine Française. Dining al  
fresco. Wines & Liquors. Open all year. 34 miles from  
N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

## NEW JERSEY

**HANS CHRISTIAN ANDERSEN**, Paramus, 15 min.  
from Geo. Washington Bridge. Route 4. Luncheon,  
cocktails, tea, dinner. Dutch Oven Chicken & Cape  
Cod Pecan Pie. Closed Mondays except holidays.

**OLD MILL INN**—Route 32 between Morristown and  
Bernardsville. Picturesque old inn amid historic  
surroundings. Delicious food. Fine wines and liquors.  
Outstanding country restaurant. Air conditioned.

## CONNECTICUT

**1836 HOUSE** in Torrington, opened this year. Twen-  
ty miles north of Waterbury. Delightful Colonial  
rooms and superb food at beautiful estate on Main  
Street, yet in the country.

## WASHINGTON

**HARVEY'S FAMOUS RESTAURANT**—1107 Con-  
necticut Avenue. Famous for notable dinners and dis-  
tinguished diners since 1858. Your Washington visit  
should include this far-famed epicurean rendezvous  
in the Nation's Capital.

HERE  
COMES  
THE

...worry and trouble  
of arranging the  
event...UNLESS you leave  
all the worrisome details  
to our expert staff. May we  
send you our brochure?  
Curtain Dinner nightly—7  
to 8:30.

The

## SHERRY NETHERLAND

59TH STREET AND FIFTH AVENUE

Eugene Voit, Manager

## ALVIN STERLING

To grace your table  
beautifully...correctly...  
for every occasion...



Lifelong association with sterling silver  
makes your choice of pattern all-important.  
Alvin Silver patterns are as flawless in  
craftsmanship as they are in style . . .  
and being sterling, they last a lifetime.

SEE THEM AT YOUR JEWELERS

FREE

We will be pleased to send complete descrip-  
tive price lists of our patterns. Check those  
desired and mail with name and address.

- |  |   |
|--|---|
| <input type="checkbox"/> CHASED ROMANTIQUE | <input type="checkbox"/> BRIDAL BOUQUET |
| <input type="checkbox"/> ENGLISH ROSE      | <input type="checkbox"/> MARYLAND       |
| <input type="checkbox"/> MAYTIME           | <input type="checkbox"/> DELLA ROBBI    |
| <input type="checkbox"/> MASTERCRAFT       | <input type="checkbox"/> ROMANTIQUE     |
| <input type="checkbox"/> CHAPEL BELLS      | <input type="checkbox"/> GAINSBOROUGH   |

THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for 30 Years

PROVIDENCE • RHODE ISLAND

## Hampshire House

DINING ROOM • COCKTAIL LOUNGE

Dining in the colorful  
seclusion of Hampshire  
House is a joyous experi-  
ence you'll wish to repeat.

Music by Francis X. Dvorak  
and his ensemble

150 CENTRAL PARK SOUTH, NEW YORK



## ALL SERVICES

**MUCH ADO ABOUT EVERYTHING:** House Cleaning, Painting; Rugs, Furniture Cleaned; Furn. Repaired, Upholstered, Refinished; Hangings—Ven. Blinds—Bedding Renovated, Made To Order. John Scott, 965 Lex. Ave., BU. 8-4317

**ONE PHONE CALL** solves every household problem. Furniture, walls, floors redone; curtains and draperies hung; rugs cleaned; chairs caned; painting; lighting systems. The Albert Home Service, 1020 Lex. Ave., BU. 8-5224

## ANTIQUES

**THE QUESTERS**—Let connoisseurs shop for your rare antiques, porcelains or silver. No extra charge. Traditional reproductions. Choice modern pieces to order. Write or phone. 455 East 57 St., New York City. PLaza 5-4516

## APPAREL—BRIDAL

**HERE COMES THE BRIDE**—stunning in her gown by Natalie. Bride and Bridesmaids outfitted in dresses that match personality, coloring, and figure. Natalie Nadelle, Inc., 9 East Forty-Ninth St., New York. PLaza 5-4592

## APPAREL—MOURNING

**ARTHUR MULLEN**, 6 East 53rd Street, New York City. Correct mourning in Hats, Vests, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

## BAGS

**A. L. WORKMAN**—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restring. Rm. 103, 424 Madison Ave., N.Y.



## BEAUTY CULTURE

**EUNICE SKELLY—FACE YOUTH SPECIALIST.** Don't arrange for any facial correction or treatment until you get my expert, impartial advice. No obligation. Write, call—Suite 1259, The Park Central, 56th & 7th Ave., N. Y.

**LOOK YEARS YOUNGER. JOANN COLLINS'** Nonsurgical Face and Neck treatments attested for 20 years, corrects wrinkles, eye-puffs, firms contours. Freckles, blemishes removed. Advice free. 200 W. 58 St., N. Y. C. CI 7-1528

**YOUTHIFY YOUR SKIN** in 5 Days. Safe, non-surgical method helps correct lines, pimples, blackheads, enlarged pores. Results or money refunded. Call or write for free advice. Helen Adair, 20 E. 53rd St., PLaza 3-2489

## BINOCULARS

**E. B. MEYROWITZ—HEADQUARTERS** for binoculars. All types—touring, hunting, yachting, racing, etc.—\$20 up. Featuring "Brite-Lite Binoculars" (8x30), lightweight, powerful, wide field—\$45. Mail orders. 520 5th Ave.

## BON VOYAGE BASKETS

**ALICE H. MARKS** has intriguing new ideas in packages & baskets for your hostess, the traveller, the convalescent, the new baby, and for every other occasion. Mail and phone orders filled. 6 E. 52nd St., PL. 3-7282

**SCHRAFFT'S.** Finest of Fare—Three-Wells! Nautical Cruise Tins with candy, salted nuts: \$2.25, \$3.75, \$5. Steamer Baskets bulging with cakes, nuts, candies, delicacies. \$5 to \$25. Schrafft's, 58 W. 23 St., N. Y. GR. 5-6240

## CHILDREN'S WEAR

**NATALIE, INC.**—Formerly of Washington, D. C., and now at 110 East 57th Street. Children's dresses and coats to order; specializing in ages 7 to 14; school and party dresses, with original designs by Natalie herself. PL. 3-4908

## CHINA &amp; ARTWARE

**"CANADA'S most talked about gift shop."** America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

## CHRISTMAS CARDS

**PERSONAL ENGRAVED CHRISTMAS CARDS** in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

## CORSETS

**MISS ELEANOR, INC.** Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962



## COSMETICS

**SALLYE HARMER COSMETICS** do make a difference. Thousands have said "I never would have believed it" after using these Exquisite Individualized Cosmetics. We'd like to tell you all about them. Write Sallye Harmer, Lansdowne, Pa. Salons: New York, Florence Bennett, 515 Madison Ave.; Richmond, Va., Anna F. Blanchard, 946 W. Grace; Little Rock, Ark., Bert J. MacCulloch, 117 E. 4th Street. Some territories still open. Write for proposition



## THE DIRECTORY OF SHOPS &amp; SERVICES



We've said it before, but we say it again: fur is flying, this winter, fast and furiously. There is simply no end to what's being done with it. Shoes are trimmed with it; gloves have fur cuffs or pompons; fur hats and muffs are all over the place. And of course, we hasten to add, there are always fur coats. The animal kingdom is doing all right! So naturally you'll be indulging in your share of the big-game hunt any day now, if you haven't already started.

We know just how you feel, too, if you're contemplating this great step. There's something about possessing furs that has a more-than-usual personal slant in the relationship. Each skin has a kind of special significance. It's of vital importance to you that they be just *right*. And don't you find that your husband takes more of an interest in the purchasing of your furs than any of your other clothes?

Well, if you're quite ready to go a-hunting, get a good grip on Vogue's Address Book. You'll find that it will come in very handily to chart your way in the jungle. It's bad to start out on such an important trail without a guide!

## COSMETICS—Cont.

**MME. RUBINOFF'S** Individualized Cosmetics for the discriminating woman, sold in salons throughout the country. For complimentary facial and advice on correct cosmetics, inquire locally or main laboratories, Cleveland, Ohio

## CUSTOM SHOE REMODELING

**B. NELSON, INC.** Lengthen short shoes (not by stretching)—widen; refit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 East 39th St., N. Y.

## DELICACIES

**CHEF D'ORLEANS**—Seafood Delicacies ready to serve. Decoratively wrapped Gift Packages. Terrapin Meat, Green Turtle Soup, Crawfish Bisque, Gumbo, Shrimp. Folder. N. O. Delicacy Co., 1406-7th St., New Orleans, La.

**VENDOME**—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

**VIRGINIA FRUIT CAKES** for Thanksgiving and Christmas. Made from a treasured recipe. 2 lbs. \$2.30; 3 lbs. \$3.40; 5 lbs. \$5.50, delv'd. in U. S. A. Send for folder describing other delicacies. Lucy Ann Gray, Alexandria, Va.

## DOMESTIC EMPLOYEES

**PERSONAL ATTENTION** given to the intimate requirements of employer and exact qualifications of employees. Organization of your household. Write for circular. Miss Brinkley's Placement Agency, One W. 47th St., N. Y. C.

## DRESSMAKING

**ALTERATIONS—RETYLING—COSTUME** dry cleaning. Our expert staff is equipped to handle promptly and skillfully all of your wearing apparel problems. Madame Jane, Stylist, 981 Madison Ave., N. Y. C. RH. 4-1600

**MME. CLERY**—High class dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special attention to out-of-town customers. Attractive prices. 775 Lexington Ave., N. Y. RE. 7-2317

## DRESSMAKING—Cont.

**MME. CLAIRE**—Dresses made to order for all occasions. Bride and bridesmaids' dresses. Perfect fitting. Remodeling skillfully done. Careful attention to details. Assortment of rich materials. 68 E. 56 St., N. Y. PL. 3-3673

**JEANNE GRÉBÈRE**—French modiste. Gowns, wraps and ensembles. New designs now ready. Careful remodeling. Expert designing and workmanship. Models copied exactly. Prices moderate. PL. 3-2572. 140 E. 58th St., N. Y. C.



## ELECTROLYSIS

**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan, Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

**SUPERFLUOUS HAIR DESTROYED**—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, % Francis & Amalie, 10 W. 58 St., N. Y. PL. 3-2620

**BEAUTY WITH SAFETY.** Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

**SUPERFLUOUS HAIR**—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan, 22nd year at 347 Fifth Avenue, New York. AS. 4-6645

**MRS. D. DURANT, Multiple Electrolysis.** Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU 2-3314

**SAMUEL P. GILMORE**—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA. 5-2219

**MISS SUZANNE** removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL. 5-0643

## ELECTROLYSIS—Cont.

**MARION BARRETT—REG. NURSE** offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., Room 616. MU 2-1714

**FLORENCE WOODLEY**—Superfluous Hair permanently destroyed—electric method. Doctors' references. Personal attention. Privacy. Written Guarantee. Safe, painless, fast. Free demonstration. 681—5th Ave. (nr. 54th), PL 3-3323



## ENTERTAINMENT

**LOUISE LLEWELLYN, Advanced Numerology.** Your immediate events \$2. Personal charts, detailed and forecast \$10. Send name at birth and birth date with check. 147 North Stanley Drive, Beverly Hills, California

**HESTER PEABODY . . . NUMEROLOGIST** solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and \$2. Ask questions. 648 N. E. 72nd Street, Miami, Florida

**ASTROLOGY REVEALS** your Vocational tendencies—the key to your success or failure, and eliminates drifting. Fee \$5.00. Send birth data with check. Mrs. Quest Brown, Brunswick Hotel, Boston, Massachusetts

## FURS

**CHRISTMAS GIFT:** sable-dyed fitch worked like mink, in a hip-length jacket \$195., by Molot, formerly with Bergdorf Goodman Fur Corp. Martens and others correspondingly low. Molot, 21 E. 56 St., N. Y. C. Wickersham 2-6261

**RICHARD KOPPEN**, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

## FURS REMODELED

**NEXT SEASON'S MODE FOR OLD FURS** Give your old fur coat a new lease on life. \$25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAcawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C.

## GLOVES

**HANDMADE GLOVES**—write for photographs. Colorful suede, kid, and pigskins, beautifully designed for perfect fit. Telephone for appointment. Mail orders carefully attended. Fanny Beer, 600 W. 136 St., N. Y. C. ED. 4-1195



## HAIRDRESSERS

**J. SCHAEFFER** custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3960 for appointment

**EMILE ROCKEFELLER CENTER**—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza, Tel. Circle 7-1995-6-7

**MARIO JEREZ**, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individually created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

**WERNER OF SWITZERLAND** creates a coiffure expressing your own personality. Expert hairdressing, massage & make-up in a relaxing salon, at prices less than you think. 608 Fifth Ave. (at 49th St.), N. Y. BR. 9-8141

**CEIL ET PAUL**, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-7383

**C. LEONCE FOR ADVANCED HAIR STYLE** Creator & designer of many recent hair styles for elegant women. Specialists in wireless self-setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI. 2-0399

**FRED the Hairstylist**, creator of Hair Styles in vogue. Hair and scalp rejuvenation under meticulous supervision, 18 E. 49th St., EL. 5-2220. Also Washington, D.C., Branch at Phillipsborn, 11th St. between "F" & "G". Tel. Nat'l 4174

**ROBERT MAKES YOU BEAUTIFUL.** Chic new coiffure designed & waved, \$1.50. Artistic Flexible Permanents, \$10. & \$15. Grey Hair Scientifically Glorified. "The Original" Robert, 675 5th Avenue, New York. PLaza 3-9023

**SATTLER'S** fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. Wickersham 2-3443

**LURA de GEZ** leading woman hair stylist personally supervises all Permanents, Scalp Treatments and tinting given in her salon at 714 Fifth Avenue (between 55th & 56th Streets). Pedicuring and manicuring. Circle 7-5818



**HAIRDRESSERS—Cont.**

**JEANPIERRE DE PARIS**—Well known stylist. Remarkable results in restoring original color to your hair. Self-dressing permanent waves. Hair problems modernly solved. 6 E 53rd St., N. Y. Phone for appoint. PL 3-6262

**HAIR COLORING**

**HAIR COLORING DONE SCIENTIFICALLY** on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

**WALNUT TITIAN** for red heads, \$3.50; Oxygen for blondes, \$3.50; Black Prana treatment for premature gray hair, \$3.50; Consultation gratis. Preview mirror test. D° nu Edmond, 8 East 56th St., N.Y.C. PLaza 8-2511

**LAURENT** considers Hair Coloring an art demanding the greatest care and skill. Your hair problem will be solved expertly and beautifully. Free consultation gladly given. 682 Fifth Avenue, New York. Wickersham 2-5212

**HAIR GOODS**

**MANUEL TRANSFORMATIONS**—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist, 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York

**FRANÇOIS ART TRANSFORMATIONS** and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N. Y. C.

**HAIR REMOVAL**

**HAIR FREE SKIN.** Root Out removes superfluous hair from below the surface of the skin and discourages regrowth. Marian-Suzanne, 18 West 57th Street, New York City. Phone for free consultation. Circle 7-5693

**HANDKERCHIEFS**

**NOVEL HANDKERCHIEF SERVICE** brings you a box of nationally advertised brands (from \$3). Make choice, return surplus. Money refunded. All postage pd. Mrs. S. Alexander, 3211 Beverly Rd., Bklyn., N.Y. IN. 2-4198

**JEWELRY CLEANER**

**SIMPSON'S JEWELRY CLEANER** keeps your jewelry brilliant, safely. Used for seventy years by jewel experts. Send \$1.00 today and keep your jewelry glistening too. 1839 North Meridian Street, Indianapolis, Indiana

**LAUNDRY**

**THE BEAUTY OF LINEN AND LINGERIE** is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brolin Laundry, 174 E. 82 St., RE 4-0761

**LINGERIE**

**TRAVEL IN HANDMADES,** lovely luggage-toned washable silks & wools in gowns, slips and panties. These moderns are custom-made under the supervision of Marget Rooney, 26 W. 58 St., N.Y.C. Sketches and samples on request

**NEW ADDRESSES EVERY FORTNIGHT...** It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration... 24 issues \$5. Send check to Vogue, Greenwich, Conn.



**MENDING—REPAIRING**

**DAMAGES IN ANY FABRIC** re woven like new. Specializing in woollens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N. Y.

**INVISIBLE REWEAVING**—expert French weavers. No matter what material, your problem is solved. Moth holes, tears, burns handled. Mail orders. Parisian Mending & Weaving Co, 138 E. 53rd St., New York. WI. 2-0265

**MILLINERY**

**CHEZ CHAPEAUX,** 218 Madison Ave. (36th), N.Y. New Fall Flattery! Hats styled for you, fine imported Felts, Velours, Antelopes, Suèdes; colors matched, from \$5.50; your materials \$3.00. Copying—Remodelling—Mail Orders

**LIL PICARD,** 677 Madison Ave. (61st), N. Y. Let's talk about French hats, the kind of hats that are perfect with any costume. And your fur will get, in Lil Picard's studio, the perfect hat to match. Phone BU. 8-3215

**CARA GOULET,** 10 W. 56th St., N.Y.C. Now is the time to have your unbecoming millinery remodeled in the latest fashions by an expert French designer. Your materials used; moderate prices; mail orders. CI. 7-0682

**NAME TAPES**

**CASH'S WOVEN NAMES** for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 19 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

**PERSONAL SERVICE**

**ARE YOU WARDROBE WEARY?** Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELdorado 5-1344. Hours from 12 to 6:30

**REPAIRS**

**REPAIRS INCORPORATED** guarantees expert workmanship in all household repair problems. One telephone call takes care of everything. 20 East 57th Street, New York, N. Y. Mrs. Richard Rodgers. Phone PLaza 3-2808

**SHOES**

**SHOECRAFT,** 714 Fifth Ave., New York City. Famed stylists to the narrow foot and heel. Sizes 2½ to 12. AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge accounts

**I. MILLER**—Famous from coast to coast for small sizes. A stunning collection of new winter shoes for day and evening wear. Sizes 1-3½, widths AA-D. Charge accounts invited. Only at 1552 Broadway, New York City

**NANCY HAGGERTY,** 8 East 53rd St., N. Y. Shoe specialist to the smart woman who likes High-Styled, conservative shoes. Custom made & ready to wear. Send for brochure featuring Town and Country models—prices \$12.85 up



**SHOPPING COMMISSIONS**

**EDITH V. STOVEL, INC.** Shops for Value, not "bargains". The better shops at your doorstep. Prompt, experienced service. No extra cost. New York and World-wide clientele. 366-5th Ave., N. Y. Wisconsin 7-3288. Cable Edivalsto

**SARAH BOOTH DARLING.** Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no ans. LEXington 2-1100

**GEORGETTE DUNBAR EVANS** keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for description of service. 522 Fifth Avenue, New York City. Tel. MUrray Hill 2-1193

**NEW YORK SHOPS BROUGHT TO YOU.** Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PENnsylvania 6-6802

**SPECIALTY SHOP**

**STOP**—at Helen Coe's Shop, 810 Main St., Torrington, Conn. See our Tweed material. Monogrammed bags to match. New gray flannel for monogrammed jackets for Fall. Samples on request. Also beautiful costume jewelry

**TAILORS**

**P. BASILE & SON** creates for discriminating women, individual custom made suits, coats, of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St., VO 5-7584

**ANDRE BALOD—TAILOR**—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179

**JOSEPH FRAM,** formerly of Fortnum and Mason, Meticulous workmanship, talented selection of the loveliest new fabrics; & Madame Idam, a nimble-fingered, creative dressmaker for your gowns. 15 E. 47th St., N.Y.C. PL. 3-6245

**WEARING APPAREL BOUGHT**

**MME. NAFTAL** will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St. N. Y. BRyant 9-6269, 6268. Est. 44 yrs.

**TEL. BRYANT 9-1376—WE PAY CASH.** Mme. Furman will pay highest prices for your slightly used afternoon and evening Gowns, Furs, Wraps, Jewelry, Diamonds, Furniture, etc. 105 West 48th Street, New York City

**WEDDING STATIONERY**

**ENGRAVED WEDDING Invitations and Announcements.** Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va



**WEIGHT REDUCING**

**MARGARET DEUSTER,** 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL 5-8118

**ROSE-DOR FARMS**—Magnificent weight reducing and beauty haven. Body and facial rejuvenation by expert attendants. Fine accommodations. Booklet. 30 minutes from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

**MELQUIST MASSAGE BALM** used in our 15 Reducing Salons now available in generous tube. 15 or 20 applications for \$1.00. Free 50¢ Calorie Chart with order. Melquist Reducing Salons, 550 Fifth Ave., N. Y. C. BR 9-2374

**MISS DEAN'S** reducing studios specialize in spot reductions. 2 hr. treatments, reasonable prices. Hotel Claridge, 44th & B'way. LO 5-8470; Hotel Navarro, 112 W. 59 St., CI 5-9566; Hampshire House, 150 Central Pk. S., CO 5-6670

**VOGUE'S ADDRESS BOOK** will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check together with your order will bring you prompt attention



ILLUSTRATION ACTUAL SIZE

**MARINE LIFE AND MOONSTONES...**ingenious and imaginative "conversation clips" in which style and perfect taste hit high sea! SEASHELL clip, done in moonstones, gold, diamonds and sapphires, \$1.250...MOONFISH clip, in moonstones, gold and diamonds, \$900.

See our exhibit of Antique Indian Jewels and Persian Jade beginning November 6th

**MARCUS & COMPANY**

JEWELERS AND STATIONERS

679 Fifth Avenue, New York City

*Season's Choice*

The most dashing of all the indoor cool-ees...severely tailored black bengaline in dramatic contrast with vivid multi-colored Morocco stripe sole. Softly cushioned, but pleasantly restrained and crisp in treatment. \$5.00 a pair. Also available in satin and bengaline dyed to match. At better stores.

By **joyce** PASADENA CALIFORNIA

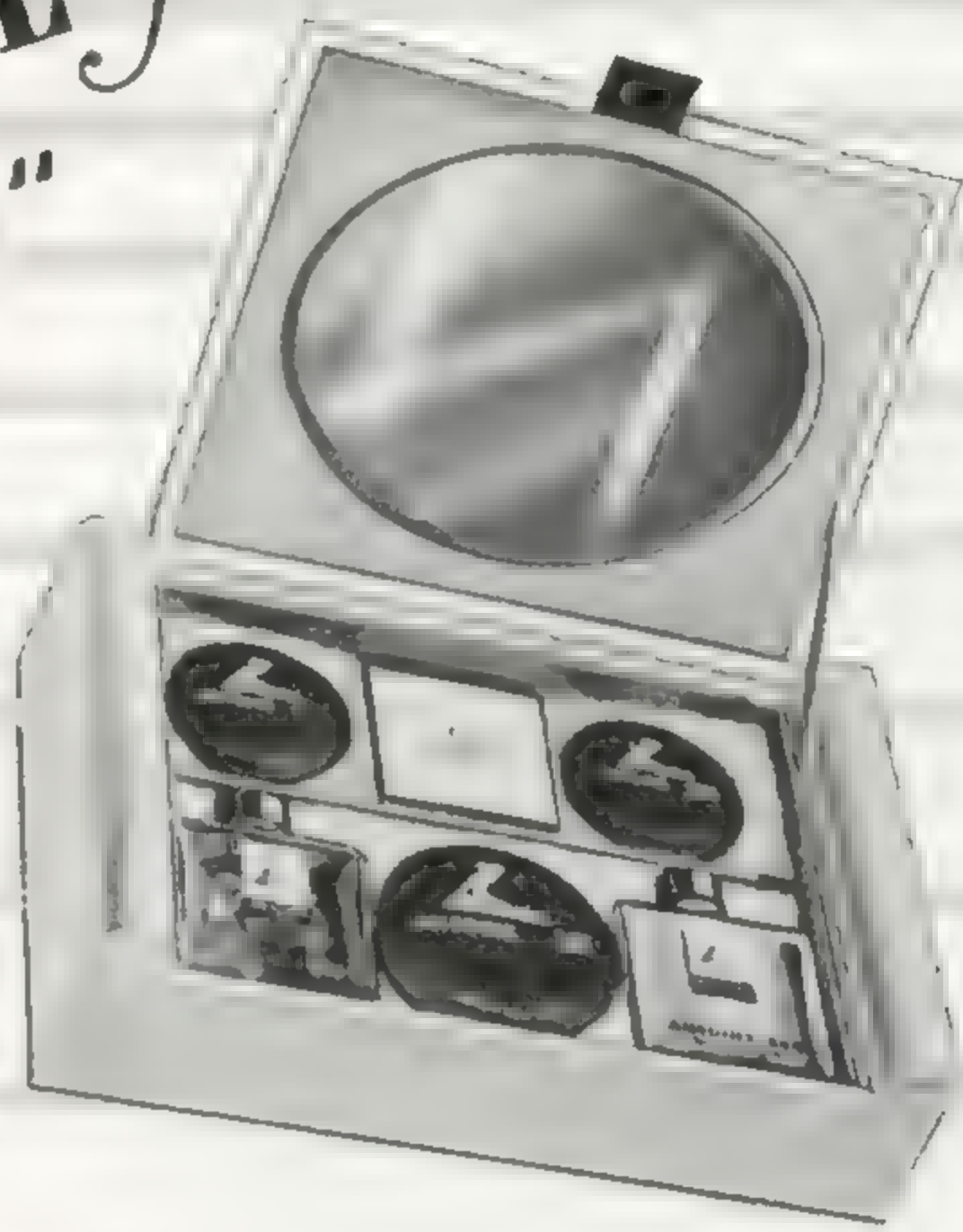




# ANTOINE Presents

## "POUDREUSE"

Intimate dressing-table  
box in snowy white  
Morocco grain...  
it holds six  
Antoine aids-to-beauty.  
Nicest way in  
the world to say  
"Joyeux Noel". \$5.00  
Write for booklet.



5 RUE CAMBON, PARIS • 663 FIFTH AVENUE, NEW YORK

# VOGUE COVERS

## Is this madness?



Is it madness to be in love with a woman who lived a hundred years before you were born; is it madness to have Wagner come with his Wagnerians to give a concert that only you attended; is it madness to wear a special outfit for that occasion—embroidered with eighty thousand pearls?

The answer is sometimes yes, and sometimes no—yesterday's madness may be to-morrow's sanity. Often pointed out as proof of Bavarian Ludwig's madness is the outfit that is now in the vaults of the Chemical Bank and Trust Company, 165 Broadway. It consists of a coat, vest, breeches, hat, and slippers. The coat is fashioned of gold cloth, heavily embroidered in gold, with the aforementioned eighty thousand pearls. On the sleeves are deep ruffles of real lace, and the coat is lined with Spanish silk. The trousers are black velvet, embroidered in silver, gold, and platinum. The slippers are of grey silk, with high French heels, covered with rose-coloured kid and embroidered again with pearls. The hat is a tricky tricorn with enough trimming on it to make Marie Antoinette herself sigh with envy. (The costume can be seen by appointment.)

The Mad King of Bavaria wore the robe to the "first night" of Wagner's "Der Ring des Nibelungen." We say that first night deserved a rather special dress suit—or was it madness? (By the way, Ludwig is the chief character in Dali's new ballet, "Bacchanale.")

## La Martinique

In Martinique, Henry Morgan and his buccaneers held high revelry, and in La Martinique, 57 West Fifty-Seventh Street, there is spontaneous gaiety that even pirates might envy. As you glance around it, La Martinique might be a spacious cave of those romantic old days. The pale blue walls are decorated with murals in vivid, earthy colours—Martinique harbour, volcanoes, cock-fights, Martinique belles and beaux—sketched by Louis Reynal.

Ramon and Dario, who own La Martinique, have provided a dance floor large enough for an entire debutante list with their Yale, Harvard, and Princeton boy friends to rhumba on without crowding. The two alternating orchestras are Dick Gasparre's and Oscar de la Rosa's.

The floor show is a devastating succession of Martinique songs and dances, from the Rainmaker dance and the *béguine* to the Martinique of Medrano and Donna, and that solo tango of Medrano's, which is as beautiful in its artistry as anything that will be seen this season. Elvira Rios sings torch songs in Spanish and in English—listen for her version of "It's Funny to Every One but Me."

## Cézanne show



Perhaps the most important event in the galleries this autumn is the Cézanne showing which will last through December 2 at the Marie Harriman Gallery. Here the whole life and interest of the great Provençal artist are represented in nineteen oils and eleven water-colours—still lifes, portraits, houses in Provence, landscapes, most of them loaned by private and generous collectors. Five paintings are having their first showing in the United States. Of these five, one—"Les Moissonneurs," loaned by the estate of John Osborne Sumner—was the first of Cézanne's paintings ever to come to this country. Another on public display for the first time is a small and lovely nude called "The Bather," from the collection of Mr. and Mrs. Chauncey McCormick, of Chicago.

Two colourful portraits of Madame Cézanne, one showing her seated in a great, glowing red armchair, are also in the group, as is the bacchanalian scene called "La Lutte d'Amour." Among the water-colours loaned by the Chicago Art Institute is the curiously vivid, grey-green "Pistachio Tree, Château Noir."

## The Lace Ball

This year's Russian students' ball will commemorate the happy occasion when Peter the Great brought lace to the Russian court. Our fondest memory of Peter the Great was watching him—or some one

*Francera*

corsets  
are in  
to "STAY"

Custom made (Ready-to-Wear from \$15)  
16 EAST 52nd STREET • NEW YORK

HAND  
MADE  
*Woolies*

"One for my master...and one for my dame..."  
Woolies of softest, finest shearling... with that careless distinction found only in entirely hand-made shoes... for nippy nights and mornings and ideal after winter sports. In natural (cream white) or brown with natural leather lacings. Sizes: Women; 3 to 9; Men; 7 to 12. Send size or tracing of foot. \$5 a pair postpaid. Immediate delivery.

**COBBLERS, Inc.**  
Hand Made Shoes Only  
Rm. 2308, 315 E. Eighth St., Los Angeles, Calif.

## Free LEWIS & CONGER'S BOOK of CHRISTMAS IDEAS for ORIGINAL GIVERS

Here are dozens of thrilling answers to your problems of "what to give." A 36-page, profusely illustrated book, crammed with useful and out-of-the-ordinary presents for everybody from grandsons to great uncles and from young sisters to dowagers. Every present illustrated and described. Prices to suit every budget. An easy way to do your Christmas shopping at one of New York's fascinating stores. Mail coupon today!

LEWIS & CONGER  
6th Avenue and 45th Street, New York City  
☐ Please send me Free Copy of your new Christmas Catalog V-15.  
Please send me ☐ Zip-a-Robes at \$5.95. \$.....  
☐ Check enclosed ☐ Charge ☐ C. O. D.  
Name.....  
Address.....  
City.....State.....



**ZIP-A-ROBE—**  
Give your motor-ing friend this handsome, fringed wool auto robe—soft, light, warm. Fold and pop into its brown suede zippered case and you have a comfortable pillow. With carrying strap.  
\$5.95

*jack-of-all-courses!*

such versatility for a single item one moment it's a superb setting for seafood cocktails the next, a glittering receptacle for desserts, fruit-cup, sherberts, berries and sugar—displaying each with an appetizing nuance... and what a grand egg cup... simply no end to the uses of this crystal gem... a double-foursome belongs on your shelves right now.

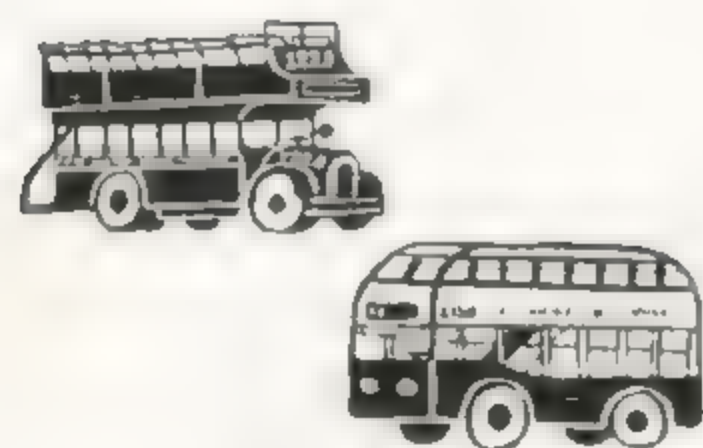
"the year-round gift"

8 dollars for set of 8

*carole stupell* Ltd.  
507 madison avenue, new york  
washington, d. c. boston, mass.



# THE TOWN



who pretended to be he, in a recurrent movie—spank a baby. Maybe the lace episode is nicer to remember him by.

The ball will be held November 30 at the Plaza Hotel, and this year the main donation made by the Russian students will be to the stranded White Russians of Europe. The women who attend the ball are asked to wear lace, and there will be prizes for the most beautiful, dramatic costumes. And a major award will be made to the glamour girl of 1940, who is still to be culled, dewy fresh, from the season's buds. Mrs. Hans Spitzer is in charge of the activities, and the headquarters for the Russian students' ball committee is at the Plaza Hotel.

## Re—the mechanics of living

In line with the streamlined living in New York, Carservice at Northern Boulevard and Fiftieth Street, Long Island City, is determined to make life move on greased bearings for the car owner. This solves a major problem in our Big City.

Carservice provides a twenty-four-hour continuous rental of a brand-new motor and assumes all responsibility for maintenance, service, and insurance. The car is garaged near the client's door and is, so Carservice assures us, on tap at a moment's notice. Unbelievable as a motorist's dream of what can't happen here—the car has been washed and polished, gas and oil have been replenished, motor, starter, and lights are in precision-perfect working conditions.

In case of accident, but don't feel you must have one to prove it, Carservice pays all towing charges, and repair bills. It even supplies the client with a substitute car. The motorist is free from annoyances and liabilities—the only service Carservice does not provide is a gag for the back-seat driver.

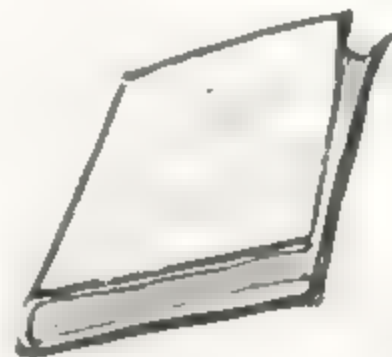
## Not so modern

David Octavius Hill, photographing in Edinburgh in 1845, posed the two Finlay children in a daisy field. His group of four Scottish women, moreover, is to our 1939 eyes a perfect fashion photograph. A dozen of his pictures, made between 1843

and 1845, are on display until December 7 at the Metropolitan Museum of Art. There is also the best collection of daguerreotypes in America, the gift of Mr. I. N. Phelps Stokes, and of the son and two daughters of Hawes, the great Boston photographer of the last century.

To Hawes for the new and perhaps painful experience of being daguerreotyped, came the famous men and women of the mid-nineteenth century. In this group is a picture of Bayard Taylor, melancholy in a beard and twisted Arab turban. Susan B. Anthony appears, young and attractive with no sign of future strong-mindedness. Longfellow is shown as a dark, clean-shaven, proud young man; and an unidentified, but extremely chic lady looks quite modern in black lace and pearls. Among the D. O. Hill photographs is one of a sturdy old man in tartan and kilts, who was, we are told, Findlay, deerstalker to Campbell of Islay. The undoubted gem of the Hill collection, however, is the portrait of that enslaving minx, Miss Hope, who averts her face so that we may better admire her clear profile and small ear.

## Books à la carte



Because Emmy Sloan in Paris was nostalgic for barns in Connecticut, The Book Barn in Ridgefield, Connecticut, came into existence. She remodelled an old barn, leaving the worn sills and hand-hewn timbers and the silver-grey of the weathered wood. Inside, she built a huge fireplace, made ingle-nooks and shelves for books. Then she mixed an omelet, put the kettle on to boil, and lunch or tea was ready for the asking. When her husband, Fred Gregor, became interested in The Book Barn, he installed a collection of ten thousand old books, almost all of them Americana items, and all of them collectors' treasures. They can be bought, as well as rented or read at a sitting.

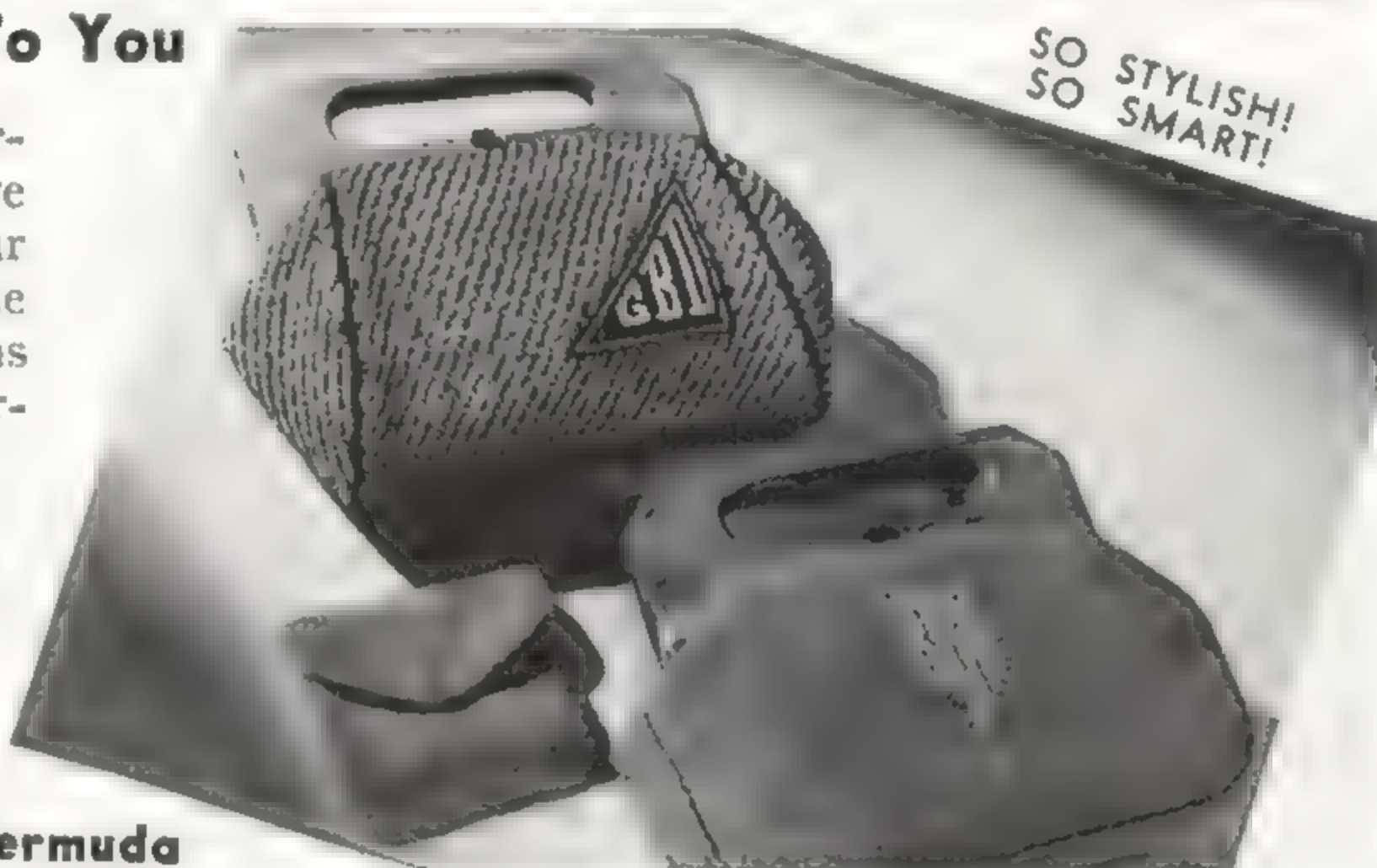
Beautifully located on Bald Hill, it is well worth a trip for luncheon or tea, or just to browse among the books and munch apples in front of a crackling hearth fire. There couldn't be a better way to spend a winter's afternoon. (Continued on page 30)

## Bermuda Comes To You

These well known Bermuda Cedar top Bags are made to order from your own materials or from the lovely English homespun and tweeds typical of Bermuda.

Delivered anywhere in the U.S.A. \$4.50 up duty and charges prepaid. No custom delay or red tape.

Write: **BIANCA SHOP**  
Queen St., Hamilton, Bermuda



## It's PEZZAZZ

the shoe that  
walked its way  
to fame!

only

8.75



**MAILED TO ORDER**  
in sizes up to 12  
widths AAAAA to C!

Pezzazz was a brilliant success the first day it walked! Now women from Portland, Maine to Portland, Oregon praise Pezzazz—walk in it morning, noon and night—wear it with everything everywhere. One pair of Pezzazz will recommend another in black, brown, blue crocodile calf or white buckskin.

## SHOECRAFT

714 Fifth Avenue • New York

Specialists in fitting AAAAA to C. 8½, 9, 9½, 10, 10½, 11, 11½, 12 add \$1. Request free illustrated booklet V10.

Send PEZZAZZ. Size.....

Width..... Colors.....

Name.....

Address.....

Check ☐ Money Order ☐ Charge ☐  
\$1 on C.O.D. ☐ Sizes 8½ to 12 add \$1  
Refunds promptly on request.



## PARIS ORIGINALS

Exquisite brocade bag knitting  
needle frame.....\$22.50

Jeweled clasp on stunning  
flower brocade evening bag  
\$18.50

Gay chiffon handkerchief \$5.00

## KARGÈRE

535 Madison Ave. at 54th St.  
39 Champs Élysées, Paris







### PLUM PUDDING

Holidays aren't holidays without Schrafft's Plum Pudding. Made from an old-time recipe with fruits, nuts, candied citron, lemon and orange peel and fine brandy. In china bowl.

\$1 \$1.25 \$2 \$3



### FRUIT CAKE

For the end of a perfect holiday dinner. Rich beyond compare with fine fruits, nuts and spices ...and flavored with rare old brandy.

1½ lb., \$1.50 3 lb., \$3

### GIFT CANDIES 60¢ to \$2 lb.

Send mail orders to 556 5th Ave., N. Y.

# SCHRAFFT'S

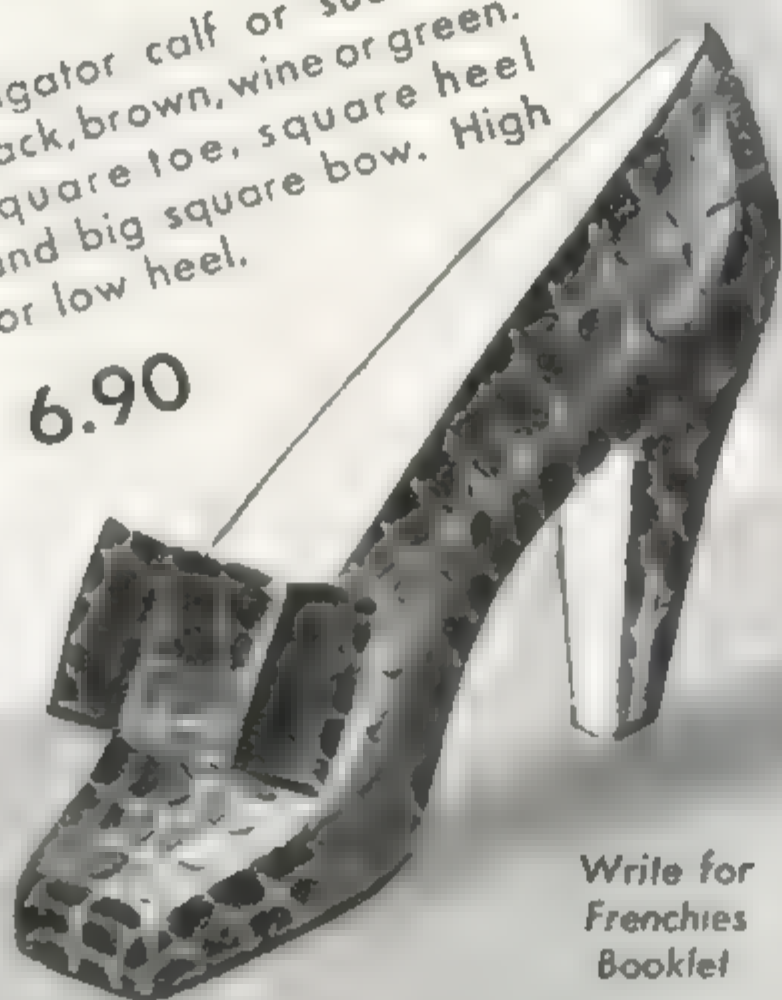
Write for our new 88-page book "Cordially Yours" describing unusual holiday gifts.

"Frenchies"  
SMART SHORT VAMPS

## ALLIGATOR Calf SQUARE

Alligator calf or suede in black, brown, wine or green. Square toe, square heel and big square bow. High or low heel.

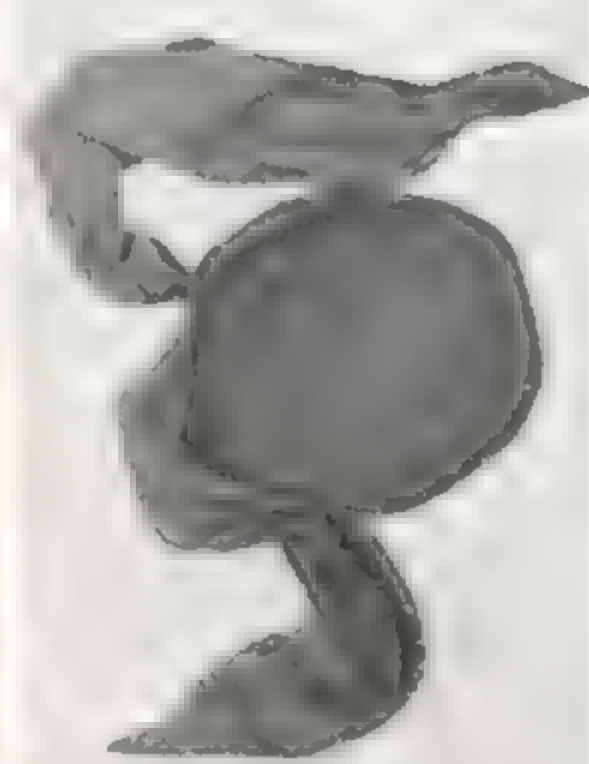
6.90



Write for  
Frenchies  
Booklet

**wilbar's** TREMONT STREET,  
BOSTON, MASS.  
College Shops at Wellesley,  
Northampton and Poughkeepsie  
On Fifth Avenue—The Emily Shops

## Suede self-drape Turban



Perfect for fall and winter ... fitted cap, with wide, loose bands for self-draping...made of soft Samar suede in Carmel Tan, Bittersweet, Lassen Red, Dubonnet, Rust, Navy and Iris Blue, Light and Dark Green, Black and Brown. State hat size and color. \$6.95 postpaid. Simply tailored, matching gloves, \$3.45 pair.

THE  
*Suede Shop*

WESTWOOD VILLAGE, LOS ANGELES, CALIF

# VOGUE COVERS THE TOWN

## Oomph for débutantes



SHEILA BARRETT in the Trianon Room of the Ambassador, and an atmosphere that is faintly reminiscent of the days when mother was a girl....

....PAUL DRAPER dances in the Persian Room at the Plaza, a black string-bean in shirt-sleeves tapping out Bach so exquisitely that it makes "debbies" cry....

....ICE-SKATING in the Iridium Room of the St. Regis, a miracle of movement that brings the younger set to their feet on the banquettes....

....BENNY GOODMAN in the Empire Room of the Waldorf-Astoria, turning sweet young things into jitterbugs at the wave of a baton....

....MONCHITO'S RHUMBA BAND at the Stork Club keeps the youngsters on their toes and has been known to inspire Hollywood scouts to select new dancing stars....

....LE RUBAN BLEU for the stay-out-lates who don't know when to go home and have a yen to hear Elsie Houston over and over again.

## The Tradition of Theodore

The Corinthian Room at the Pierre opened with fanfare, trumpets, and the presence of Theodore of Ritz Roof fame as the maître d'hôtel. At the sight of him, nostalgic memories of the pre-last-war glamour days stirred in the hearts of proud parents who had brought their débutante daughters to the Corinthian opening ...and with the nostalgia was the pleasant assurance that Theodore would take as interested table-preference care of the youngsters as he did of their papas.

The Corinthian Room is fine

for the college crowd here for a brisk week-end in New York. Richard Himber's orchestra—the 1938 most popular radio dance orchestra—plays facile dance tunes, and the floor is large enough to allow elbow-room for all the season's débutantes and their stags. Between dances, the room lends itself to tête-à-tête conversation. The tables behind the pillars are far enough away from the music so that it enhances rather than interferes with vital conversations. Incidentally, though often it is no mere incident to college bill-folds, there will be no cover or minimum charge at any time.

## Music, marionettes, magic

....NBC has announced a series of music-appreciation programs directed by Mary Van Doren and called Music for Young Listeners. The music is to be easily understood by kindergarten and junior-grade students, and even parents may listen in and learn....

...."Hansel and Gretel" and "Pinocchio" will prance and preen for the children in the Wanamaker's Children's floor during the Christmas season. So lifelike are these marionettes of Sue Hastings that it will be the children's pleasant illusion that they have really seen their favourite fairy-tale characters....

....Newest whimsy in record albums, and destined to take up the conversation where your guests fail you, is the Zingone Album of recorded card tricks. The patter on the records diverts the onlookers while you go through the routine. Easier than blindfolding your guests, and it makes you seem smart—what hostess could ask more? They can be had at the Liberty Music Shops in albums or single records.

"FLANEUR"



Everybody's Playing

# CONTACT

The SMART New Game of the Year

"SMART"  
"THRILLING"  
"CLEVER"  
"EXCITING"

Smart, clever, fast, exciting—CONTACT keeps you on the edge of your chair. Thrills and fun every minute to block an opponent winner or make a bonus score. The latest and best Parker game, quick to learn and easy to play. Score by matching colored and numbered triangles. For 2 to 7 players or grand for solitaire. Use coupon below in ordering.

Popular edition with counters...\$1.00  
Club edition with large counters 1.50  
Junior edition......50



F.A.O. SCHWARZ 745 FIFTH AVENUE  
NEW YORK, N. Y.

Please send CONTACT at ☐ \$1.00, ☐ \$1.50, ☐ \$5.00

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



## HAIR COLORIST

DONU EDMOND

formerly Queen Marie's Beautician

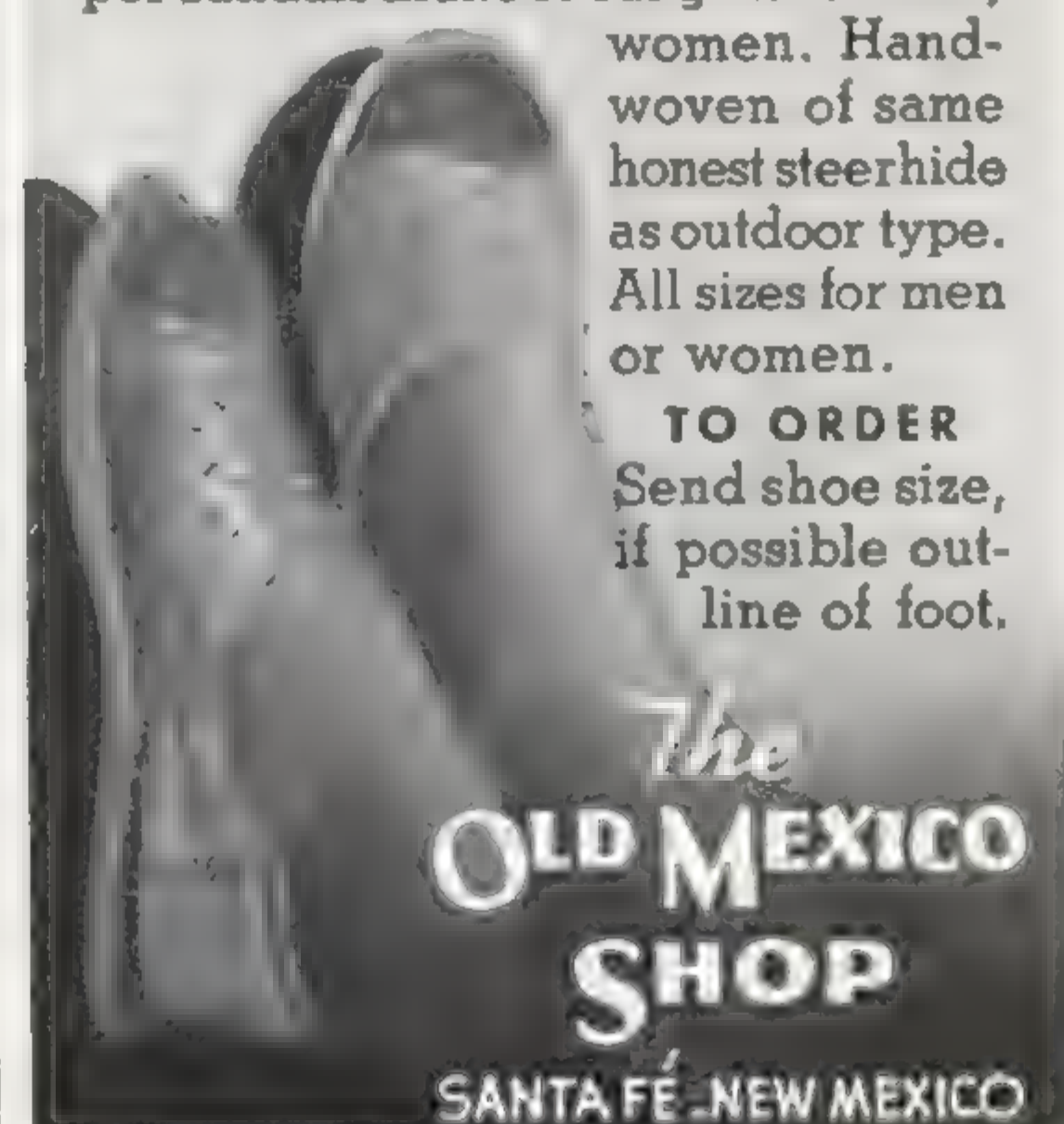
PRANA HOUSE of BEAUTY

8 East 56 St., N. Y. C. PLaza 8-2511

Unique for Xmas  
HUARACHES FROM OLD SANTA FE  
ONLY \$2.50  
Attractively Boxed  
Delivered Immediately

Here's utter comfort for indoor loafing! These Mexican house slipper sandals make ideal gifts for men, women. Hand-woven of same honest steerhide as outdoor type. All sizes for men or women.

TO ORDER  
Send shoe size,  
if possible out-  
line of foot.



The  
OLD MEXICO  
SHOP  
SANTA FE NEW MEXICO

## HOUSE & GARDEN'S

### Portfolio of Flower Prints

25 superb flower engravings, reproduced in full color, suitable for framing, with an introductory essay and biographical notes by Richardson Wright.

Enclosed in a handsome case \$5 (postpaid)

Send your order now to:

The Condé Nast  
Publications, Inc.,  
Greenwich, Conn.



# SOCIETY

## BIRTHS

### NEW YORK

**Allen**—On October 6, to Mr. and Mrs. Jerome Ripley Allen (Evna Lake Crawford), of Port Chester, New York, a son, Jerome Ripley Allen, third.

**Armstrong**—On September 26, in Washington, D. C., to Mr. and Mrs. William Campbell Armstrong (Rhoda E. Forbes), of Washington, D. C., a daughter, Cynthia Alexandra Armstrong.

**Bellah**—On October 9, to Mr. and Mrs. James Warner Bellah (Ruth Power-O'Malley), a daughter.

**Byers**—On September 23, to Mr. and Mrs. John Crawford Byers (Janet Wright), of Westport, Connecticut, a son, John Crawford Byers, junior.

**Coogan**—On October 4, to Mr. and Mrs. Robert H. L. Coogan (Isabel Ward), a daughter, Constance Coogan.

**Mulford**—On October 9, to Mr. and Mrs. Vincent Strong Mulford, junior (Betty J. Buell), of "Bonner Moss," Whippany, New Jersey, a son, John Buell Mulford.

**Nicholson**—On October 4, to Mr. and Mrs. G. J. Guthrie Nicholson, junior (Mary D. Cleveland), of Roslyn, Long Island, a daughter.

**Peabody**—On September 28, to Mr. and Mrs. Charles M. Peabody (Malsie Gill Wylie), of Alpine, New Jersey, twin sons.

**Rogers**—On September 23, to Mr. and Mrs. Andrew Y. Rogers (Polly Porteous), a daughter.

**Sexton**—On October 3, to Mr. and Mrs. Richard H. L. Sexton (Joan F. N. Blake), of "Speedwell House," Ambler, Pennsylvania, a daughter, Felicity Joan Sexton.

**Smith**—On August 12, in Baltimore, Maryland, to Mr. and Mrs. H. Alexander Smith, junior (Mary Howard Bruce), a daughter.

**CHARLOTTE, NORTH CAROLINA**  
**Speir**—On August 24, to Mr. and Mrs. Morgan B. Speir, junior (Marjorie Wilson), a daughter, Marjorie Wilson Speir.

### CHICAGO

**Wilson**—On September 13, in Greenwich, Connecticut, to Mr. and Mrs. John Rodney Wilson (Lucy W. Dominick), of Greenwich, a son, Oliver Tousey Wilson, second.

### DENVER

**Knowles**—On August 25, to Mr. and Mrs. Thomas Barnes Knowles (Eleanor Van Schaack), a daughter.

**Writer**—On August 7, to Mr. and Mrs. Herbert Writer (Katherine West), a son.

### GOLDENS BRIDGE

**Hyde**—On September 10, in Mount Kisco, New York, to Mr. and Mrs. Fritz Carleton Hyde, junior (Betty Cornwall), of Goldens Bridge, New York, a son, Fritz Carleton Hyde, third.

## BIRTHS

### MONTGOMERY, ALABAMA

**Strauss**—On August 24, in Washington, D. C., to Mr. and Mrs. Erwin Strauss (Anne Garrett Sheehan), a daughter, Anne Garrett Strauss.

### PHILADELPHIA

**Haines**—On September 25, to Mr. and Mrs. William Wister Haines (Frances Steele Tuckerman), of Easton, Maryland, a daughter, Laura Tuckerman Haines.

### SPOKANE

**Walsh**—On September 22, to Mr. and Mrs. Jack Walsh (Eleanor Wilson), a son, Patrick Welch Walsh.

### WARREN, RHODE ISLAND

**Denby**—On October 6, to Dr. Maurice Anthony Denby and Mrs. Denby (Dorothy Smith), of Warren and Lake Wentworth, New Hampshire, a daughter, Gail Denby.

## ENGAGEMENTS

### NEW YORK

**Baca-La Farge**—Miss Consuelo Odil Baca, daughter of Mrs. Marguerite Pendaries Baca, of Santa Fe, New Mexico, and the late José A. Baca, to Mr. Oliver La Farge, of New York, son of the late C. Grant La Farge and Mrs. La Farge.

**Clarke-Machado**—Miss Emily Ryerson Hyde Clarke, daughter of Mrs. S. Beach Cooke, of Cooperstown, New York, and Mr. George Hyde Clarke, to Señor Danilo Machado, son of Señora Virginia Medina de Machado and the late Arturo Machado, of Cuba.

**Robinson-Roy**—Miss Alice Robinson, daughter of Mrs. Woods Robinson, of Camden, South Carolina, and Saratoga Springs, New York, and Mr. Stephen Bull Robinson, of Camden, South Carolina, to Mr. John Francis Roy, son of Judge Herbert F. Roy and Mrs. Roy, of Troy, New York.

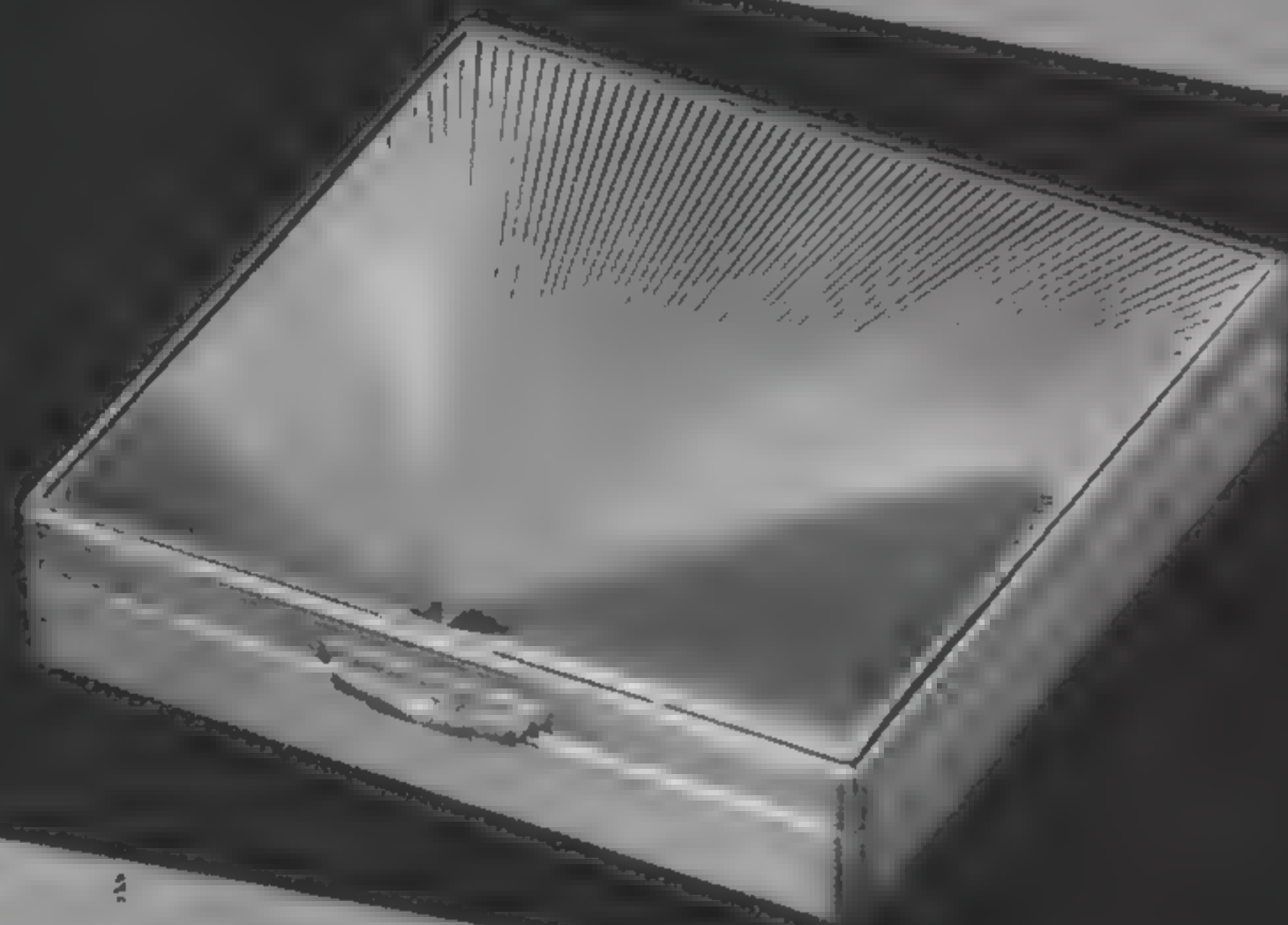
**Schanck-Ingraham**—Miss Renée Van Nydeck Schanck, daughter of Mr. and Mrs. George Edgar Schanck, to Mr. Phoenix Ingraham, son of the late Supreme Court Justice Phoenix Ingraham and Mrs. Ingraham.

**Ward-Allen**—Miss Catherine Ward, daughter of Mr. and Mrs. Artemus E. Ward, of Montclair, New Jersey, to Mr. David Bowen Allen, son of Mr. and Mrs. Henry Southworth Allen, of Orange, New Jersey.

**Weeks-Tilney**—Miss Ann Saltonstall Weeks, daughter of Mr. and Mrs. Louis Seabury Weeks, of Cedarhurst, Long Island, to Mr. Norcross Sheldon Tilney, son of Mr. and Mrs. I. Sheldon Tilney, of West Orange, New Jersey, and New York. (Continued on page 32)

FOR A BEAUTIFUL LADY.....

A gold vanity with diamond clasp... of exquisite workmanship... a gracious gift. Exclusive with us.



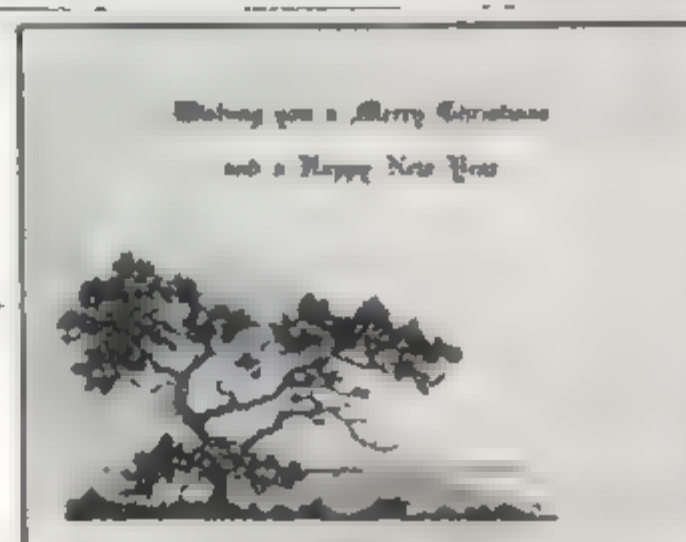
QUALITY AT A PRICE

\$135

BLACK STARR & FROST-GORHAM

JEWELERS • SILVERSMITHS • STATIONERS

1111 AVE. AT 48TH ST., NEW YORK • 586 CENTRAL AVE., EAST ORANGE



Say "MERRY CHRISTMAS" with CARDS OF WOOD

Distinctive, different greeting cards

Your friends will exclaim over and treasure these charming, novel CARDS OF WOOD. Wafer-thin, flexible, made of Holly, Pine, Cedar, Maple and other exquisitely grained woods, 3 3/4" x 4 3/4", printed with appropriate and attractive designs and messages. *Special offer:* Send only \$1 for 8 (\$1.60 worth!) assorted beautiful cards, with envelopes, and illustrated folder. You'll want to re-order before Christmas!

BOOKMARKS OF WOOD make attractive and inexpensive gifts. Made of the same lustrous, satiny woods, gay with colored ribbons and tree decorations. \$1 for 5, all different, with greeting cards and envelopes. Order now!

B. L. MADDEN, R5-E, Ithaca, N. Y.



FOTO-TAINER, the modern "pocket" album, is the nicest gift for those that like pictures. So easy to make a fine collection. So easy to show your pictures to your friends. Beautifully made, loose-leaf, each sewn pocket holds 12 prints up to 4 x 6".

SENT ON THREE DAYS' APPROVAL.

	Small	Library	Slide-in back
No. of Pockets	12	24	40 to start
Im. Leather	\$2.00	\$2.75	\$4.00
Gen. Leather	2.75	3.75	6.00
Ant. Cowhide*	3.50	5.00	7.50
Morocco*	4.00	7.50	10.00

\*Lined with silk.

Complete catalogue on request

If money is sent with order, initials or name stamped in gold FREE.

MEVI, Dept. V, 801-3rd Ave., at 49th St., N. Y. Plaza 8-2908

*Lilly*

# DACHÉ

HATS....ACCESSORIES

.. 78 East 56th Street .. New York ..

PARIS....MIAMI BEACH

Lily Strasbourg Baronial Fontenac

Plymouth Virginia Heppelwhite

## Unusual Opportunity

To fill in your active, inactive and obsolete patterns of flat silver. We have accumulated more than three hundred of these patterns, such as:

Bridal Rose	Les Cinq Fleurs
Cambridge	Medici
Canterbury	Louis XV
Colonial	Norfolk
Georgian	Old English
King Edward	Violet

This silver has been used and is offered in first-class condition and materially under the price of new silver.

★ Unusual Silver ★

We have one of the largest stocks of unusual silver in the United States, same consisting of Tea Services, Compotes, Pitchers, etc., by America's Leading Silversmiths, also foreign makers.

Correspondence Solicited  
Silver Sent On Approval

**JULIUS GOODMAN & SON**  
41 South Main Street  
Memphis Tennessee

## The largest Catalog of UNUSUAL

NOW READY FOR YOU!

Imagine Christmas without an F. A. O. Schwarz Toy Catalogue. It just wouldn't be Christmas. So send for your copy NOW. Last year, even though we printed many more, we didn't have enough to go around. ★ More than a hundred thousand homes find it as easy to shop from this beautiful, large, 64-page book as in our nationally famous shops on Fifth Ave. New York, in Boston, Ardmore or Palm Beach. Thousands of unusual toys, games, books, sports equipment, gifts for grown ups, etc. in actual photographs with complete descriptions and prices. The coupon below brings it promptly, gratis.

No. 14/224—Floppy Bear, doll but so lovable, with long floppy arms and legs. Colorful costume. Soft and snuggly. 20 ins. tall \$2 25

No. 14/226—Floppy Dog is Floppy Bear's pal. Same size .. \$2 25

# F.A.O. SCHWARZ

AMERICA'S FOREMOST TOY SHOP

F. A. O. SCHWARZ  
745 Fifth Avenue (at 58th Street), New York  
Gentlemen: Your Catalogue at once, please.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Dept. V

F.A.O. SCHWARZ  
TOY CATALOGUE  
EST. 1862



Patent applied for



## Decorated for Love...

with a gold and diamond star having a ruby heart center. We present this exquisitely romantic idea, "Decorated for Love," the creation of our gifted designer.

# SPAULDING-GORHAM

CHICAGO and EVANSTON

ASSOCIATED WITH BLACK, STARR & FROST-GORHAM • NEW YORK

Evening Ensemble  
by **PATTULLO**



**FILER-MACHOL**  
747 Madison Avenue, N. Y.

# SOCIETY

## WEDDINGS

### NEW YORK

**Beardsley-Purinton**—On September 26, in the rectory of Saint Patrick's Cathedral, Mr. Henry Wilson Beardsley, son of Mr. and Mrs. Sterling S. Beardsley, of New York, and Miss Sarah Janet Purinton, daughter of the late Elmer E. Purinton and Mrs. Purinton, of Stockbridge, Massachusetts.

**Du Vivier-Murrill**—On September 25, in the rectory of Saint Paul's Catholic Church, Birmingham, Alabama, Mr. David Du Vivier, son of Mr. and Mrs. Joseph Du Vivier, of New Haven, Connecticut, and Miss Patricia Murrill, daughter of Mrs. Elizabeth Sturgis Steiner, of Birmingham, and Mr. Hugh A. Murrill, of Greenwich, Connecticut.

**Hufnagel-Sharp**—On October 14, in Old Saint David's Church, Radnor, Pennsylvania, Mr. Frederick Bernhard Hufnagel, junior, son of Mr. and Mrs. Frederick B. Hufnagel, of Greenwich, Connecticut, and Miss Allison Morris Sharp, daughter of Mrs. Oscar Seely, of "Foxhill Farm," Paoli, Pennsylvania.

**Nichols-Williamson**—On September 23, in New Hope, Pennsylvania, Mr. Gouverneur Morris Nichols, son of Mr. and Mrs. J. Osgood Nichols, of New York, and Miss Virginia Ranson Williamson, daughter of Mr. and Mrs. Frederick B. Williamson, junior.

**Smith-Elgas**—On September 29, in the chapel of the Brick Presbyterian Church, New York, Mr. Edwin Ely Smith, of New York, son of Mr. and Mrs. Edwin Woolsey Smith, of Westfield, Massachusetts, and Miss Priscilla McLintock Elgas, daughter of Mr. and Mrs. Francis Bertram Elgas, of New York.

**Treadwell-Ord**—On August 27, in the Royal Chapel of the Garrison Church, Aldershot, England, Captain John W. F. Treadwell, of the Scots Guards, Aldershot, son of the Reverend F. W. Treadwell, Rural Dean of the Vale of the White Horse, and Miss Susan Vanderpool Ord, daughter of Mrs. Joseph P. Ord, of Albany, New York.

## WEDDINGS

### BOSTON

**Blodgett-Gallagher**—On September 28, in the First Parish Church, Milton, Massachusetts, Mr. John Wood Blodgett, junior, son of Mr. John Wood Blodgett, of Grand Rapids, Michigan, and Miss Sally Reed Gallagher, daughter of the late Rollin McCulloch Gallagher and Mrs. Gallagher of Milton.

**Marean-Pentecost**—On September 30, in the Congregational Church, Topsfield, Massachusetts, Mr. Browning Endicott Marean, junior, son of Mr. and Mrs. Browning Endicott Marean, of New York, and Miss Cornelia Peirce Pentecost, daughter of Captain Ernest H. Pentecost, R. N. R., of Topsfield and Boston, Massachusetts.

### BROOKLYN

**Armstrong-Byers**—On August 26, in Christ Church, Bellport, Long Island, Mr. James G. Armstrong, son of the late Reverend Lynn P. Armstrong and Mrs. Armstrong, of Brooklyn, New York, and Old Bennington, Vermont, and Miss Marlon H. Byers, daughter of Judge Mortimer W. Byers and Mrs. Byers, of Brooklyn and Bellport.

### CHICAGO

**Acheson-Turner**—On September 21, in New York, Mr. William George Hawkins Acheson, son of Mr. and Mrs. Marcus Wilson Acheson, junior, of Pittsburgh, Pennsylvania, and Mrs. Daryl Marsh Turner, daughter of Mr. and Mrs. Pearson Fessenden Marsh, of Chicago, Illinois.

### CLEVELAND

**Hauserman-Bloom**—On October 14, Mr. John Martin Hauserman, son of Mr. and Mrs. Earl Frederic Hauserman, and Miss Norma Goodwin Bloom, daughter of Mr. and Mrs. Lewis Norman Bloom, of Shaker Heights, Ohio.

### DULUTH

**Maclellan-Howze**—On September 2, Mr. Robert L. Maclellan, son of Mr. and Mrs. Robert Maclellan, of Chattanooga, Tennessee, and Miss Kathrina Howze, daughter of Mr. and Mrs. Gerald Howze.



# Reflection

THE MOST IMPORTANT WORD IN  
JEWELRY TODAY

Reflection is your assurance that you always get  
the newest things in jewelry first... from Trabert  
& Hoeffler-Mauboussin.

Reflection brochure mailed upon request



**Trabert & Hoeffler**  
MAUBOUSSIN

407 PARK AVENUE AT 55TH STREET, NEW YORK

PARIS • BEVERLY HILLS • ATLANTIC CITY • MIAMI BEACH • PALM BEACH



# SOCIETY

## ELMIRA

**Mellor-McLeod**—On September 16, in the First Baptist Church, Mr. George Arnold Mellor, son of Mr. and Mrs. Arthur Mellor, of Pawtucket, Rhode Island, and Miss Marjorie Learned McLeod, daughter of Mr. and Mrs. Arthur Brundage McLeod.

## ELIZABETH

**Studdiford-Apthorp**—On October 5, Mr. Andrew Douglass Studdiford, son of the late Dr. William E. Studdiford and Mrs. Studdiford, of New York, and Mrs. Marjorie Haupt Apthorp, daughter of the late Charles H. Haupt and Mrs. Haupt.

## MEMPHIS

**Field-Anderson**—On October 7, Mr. Donald Timberlake Field, of Boston, Massachusetts, son of Mr. H. Hamlin Field, of Phillips, Maine, and Miss Adelalde Anderson, daughter of the late Judge Harry Bennett Anderson and Mrs. Anderson.

**Mallory-Darnell**—On October 7, Mr. Albert Harris Mallory, junior, son of Mrs. Albert Harris Mallory, and Miss Mollie Darnell, daughter of the late Roland Hermann Darnell and Mrs. Darnell.

## SAINT JOSEPH, MISSOURI

**Caldwell-Griffin**—On September 21, in Saint Joseph, Mr. Thomas William Caldwell, junior, of Omaha, Nebraska, son of Mr. and Mrs. Thomas William Caldwell, of Independence, Missouri, and Miss Mary Ann Griffin, daughter of Mr. and Mrs. Oliver Durant Griffin.

## SAINT LOUIS

**Sweeney-Spink**—On September 30, in the Church of Saint Michael and Saint George, Saint Louis, Missouri, Mr. John David Sweeney, junior, son of Mr. and Mrs. John David Sweeney, of New York, and Miss Marie Taylor Spink, daughter of Mr. and Mrs. John George Taylor Spink, of Saint Louis.

## SALT LAKE CITY

**Wetzel-Miller**—On September 9, in Salt Lake City, Utah, Mr. Ellsworth

## WEDDINGS

Scott Wetzel, junior, son of Mr. and Mrs. E. Scott Wetzel, of Bremerton, Washington, and Port Orchard, and Miss Anna Mae Miller, daughter of Mr. and Mrs. Nicholes William Miller, of Salt Lake City.

## TULSA

**McGill-Montgomery**—Dr. Ralph McGill, of Tulsa, Oklahoma, son of Mr. and Mrs. J. C. McGill, of Batesville, Arkansas, and Miss Frances Montgomery, daughter of Mr. and Mrs. Thomas Eugene Montgomery, of Tulsa.

## UTICA

**Stewart-MacDonald**—On August 19, Mr. James Gibb Stewart, son of Mrs. James Gibb Stewart, of Montreal, Canada, and Miss Mary MacDonald, daughter of Mr. and Mrs. John Morris MacDonald.

## WASHINGTON, D. C.

**Downs-Harris**—On October 17, in the Sulgrave Club, Washington, D. C., Mr. Donald Downs, of Washington, D. C., son of the late Mr. and Mrs. R. Strawbridge Downs, and Miss Florence B. Harris, daughter of Mrs. Russell Bennett and Rear-Admiral Frederic R. Harris, of New York.

## WATERBURY

**Hall-Wayland**—On September 8, in Saint John's Episcopal Church, Mr. Ridgway Macy Hall, son of Mr. and Mrs. Irving Kent Hall, of Cambridge, Massachusetts, and Miss Lucy Elton Wayland, daughter of Mr. and Mrs. Elton Scovill Wayland, of "Ardsheal," Paget, Bermuda, and Waterbury, Connecticut.

**Williams-Lilley**—On September 15, in the Little Chapel of the Roses, San Diego, California, Lieutenant Freeman Walton Williams, U. S. N., son of Mr. and Mrs. Frederick W. Williams, of Macon, Georgia, and Miss Evelyn Theodora Lilley, daughter of Mrs. Dutton Lilley, of Waterbury, Connecticut, and Mr. Theodore Lilley, of Watertown, Connecticut.



Evening Furs by *Harra*

S. HARRA FUR CO., 15 WEST 57th STREET, NEW YORK



## A distinguished TOWN RESIDENCE

Convenient to all New York's important centers—flawless in service, cuisine, appointments and decoration, The Biltmore offers a town home of marked distinction... an atmosphere of gracious living.

Single Room \$6 up, Double Room \$8 up, Suites \$12 up.

Attractive rates by month or season.

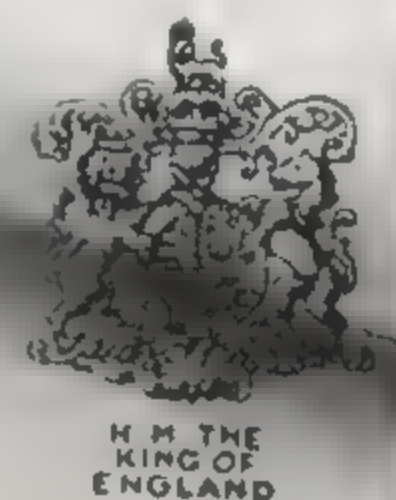
# B I L T M O R E

David B. Mulligan, President

MADISON AVENUE at 43rd STREET, NEW YORK

Direct elevator and stairway connections with Grand Central

Cartier, Inc.  
JEWELLERS BY SPECIAL WARRANT



Diamonds—

With the Cartier Chic and Elegance

Peerless in purity, in color, and in perfection of cutting, Cartier diamonds combine this perfection with matchless mountings and equitable prices... Shown, at actual size, is a ring of clustered and baguette diamonds, and a uniquely beautiful clip brooch of clustered diamonds and pendant baguettes fringing the center.

Original Designs in Christmas Cards

Countless Holiday Ideas in our Inexpensive Gift Department

FIFTH AVENUE AND FIFTY-SECOND STREET, NEW YORK CITY



DO YOU WANT YOUR MAKE-UP  
TO STAY ON FOR HOURS AND HOURS?

DO YOU WANT SOMETHING  
THAT WILL HELP KEEP  
A BLEMISH OUT OF SIGHT?

DO YOU WANT YOUR SKIN  
TO GLOW THROUGH YOUR POWDER?

DO YOU WANT TO HELP  
HIDE YOUR FRECKLES?



Your jar costs only  
**ONE DOLLAR**

ELIZABETH ARDEN'S WONDERFUL NEW  
*All-Day Foundation Cream*  
IS THE ANSWER

Elizabeth Arden's newest success is a glamorous cream that stabilizes your make-up and keeps it on beautifully all day long...

that helps to keep blemishes . . . freckles . . . out of sight . . .

that glows softly through your powder and gives your face a luminous look . . .

that keeps you looking groomed and lovely throughout a whole festive evening . . .

that comes in four wonderful shades to match your skin (or the color you'd like your skin to be)!

It's called—appropriately enough—Elizabeth Arden's ALL-DAY FOUNDATION CREAM. To use it most effectively, you use it very lightly.

*Elizabeth Arden*

691 FIFTH AVENUE • NEW YORK • PLAZA 3-5846

## FASHION BETWEEN COVERS

FASHION is—among other places—between new covers this season. In two autobiographies and in a detective novel. That's why Vogue takes time off to look between the covers of these books concerned with fashion—and gives the following report for Vogue readers.

The two autobiographies, *A Woman's Place*, by Hortense Odum, and *It's a Woman's Business*, by Estelle Hamburger, run along such parallel tracks that it is more than indicated that they must make a comparative study. The detective story, *Murder in Style*, by Emma Lou Fetta, is not too thickly veiled fiction.

The two autobiographies are by two women high in the merchandising world of America. Apart from the integral interest in both books is the interest in the approach of the two women to their careers; one woman, as Estelle Hamburger said of herself, scrubbed her way to the top; the other, Hortense Odum, was given a store to preside over when she had never done more than step inside revolving doors as an opulent customer.

### "A WOMAN'S PLACE"

Mrs. Odum's story does not actually begin when her husband figuratively threw the keys of Bonwit Teller in her lap and said, "See what you can do with this white elephant I have found in my possession." It begins with a realization she sets down in the first few pages of her book, when she says, "No woman can limit her intellectual and physical pursuits by the four walls of her home and keep herself interesting and vital and young in mind and body."

The story builds from this, and becomes more than the story of a career woman's achievements, as it relates the underlying philosophy which brought Mrs. Odum her prestige. Friendliness, personal friendliness with her customers and staff, is the watchword of her successful Fifth Avenue shop. Perhaps the one thing which gives the book its amazingly fresh point of view has been told in her own words: "Everything I have done has come about from my experiences as a customer."

### "IT'S A WOMAN'S BUSINESS"

Estelle Hamburger's story is in direct contradiction to Mrs. Odum's.

She began her career as a temporary secretary at twelve dollars a week in Macy's and was moved into the advertising department (at no increase in salary!). Her straightforward document is alive with the warm personality of a woman who knows the heartaches and tragedies of climbing to the top, rung by rung, and who on the way lost none of her enthusiasm, none of her ideal of fair play both to employers and employees.

Of outstanding interest are the various personalities she encountered in her positions in different stores. One man was a small tyrant, another an Oriental potentate, another a bewildered business man—but all become strangely lifelike under the pen of Miss Hamburger.

Fashion advertising went through many phases during the time that this autobiography encompasses. Fashion news as a force in advertising women's clothes swept aside stilted announcements of new collections, ponderous essays on the integrity of institutional policies, swarms of saccharine adjectives...and then the pendulum swung back again, and it was no longer more important to be new than to be right.

As a handbook for any woman interested in any career, this fine story of a woman's way with business is almost required reading.

### "MURDER IN STYLE"

The detective story, *Murder in Style*, is laid among those who breathe in a rarefied atmosphere—women too sophisticated for the reader-who-runs to understand. The jacket blurb calls them "the fashion arbiters supreme."

It concerns the murder of a beautiful blonde, who, the fashion arbiters assure us, dressed showily. She behaved so badly that it would be any reader's instinct to commit mayhem on her himself, if one of the characters had not done so. It was impossible to waste any sympathy on her. For that matter, it is seldom that Miss Fetta warms to any of her characters. One almost believes that she doesn't like them. It is hard to blame her.

The plot is well knit and convincing, in spite of its bizarre background. The suspense is held with a competence that belies the characterizations. Or is it quibbling that one wishes fashion arbiters did not have such atrocious bad manners in *Murder in Style*?

### FACING CENTRAL PARK

Exact-  
ing  
standards of good  
taste are human-  
ized at the Plaza  
by its devotion to  
the individual needs  
of its guests.

Subway station at hotel

Henry A. Rost,  
President and Managing Director

*The PLAZA* New York  
FIFTH AVE. at FIFTY-NINTH ST.







# BE AN ANGEL — *give stationery!*

Wonderful how the complications of Christmas-gifting are smoothed out when you add "Eaton's Fine Letter-Papers" to almost every name on your list! Eaton's is a gift that is always appropriate, always correct, always appreciated.

I. Petersburg 1850 letter folds, both plain and bordered, in hinged cabinets or gift boxes cost \$1., \$1.50, \$2., \$2.50 (illustrated) and \$3. II. Color lines the envelopes of these Petersburg 1850 brief notes. Six color combinations to choose from. 50c. III. Famous Highland Vellum note-paper encased in etched and gleaming metal foil. In four colors. 50c. Companion boxes of letter-paper are priced at \$1., \$1.50, and \$2. IV. Frankly feminine, intriguing, is the Cordlyne writing ensemble of hand-bordered notes and letter-folds. \$1. V. Every man would approve a gift of Eaton's Kidskin paper boxed in simulated leather studded with nail heads. \$2. VI. A companion box of deckled-edge paper is \$1. VII. The emphasis is on luxury in this writing ensemble of brief notes and letter-folds in Eaton's Fine Laid. Captivating flower print on cover. \$3. VIII. This gold-tooled real leather box, made to be used for cigarettes later, contains small folded message cards. Box available in four colors. \$1. IX. There is Fine Laid writing paper for all the year in this handsome gift cabinet. The letter sheets are the smart new Stockbridge size, the matching message cards are most useful for informal invitations and short notes. \$3.50

SEE EATON'S COMPLETE GIFT SELECTION  
EATON PAPER CORPORATION



AT FINE STORES • • • EVERYWHERE  
PITTSFIELD, MASSACHUSETTS





# MERCURY 8

*The car that did what couldn't be done*

Until the autumn of 1938, it was commonly accepted that you could have a big, powerful, comfortable car—or you could have economical performance. Never *both* in the same automobile.

Then came the Mercury 8. A big car by every standard—sixteen feet of modern streamlined style, with extra room in its wide, luxurious seats. A fast car, with a powerful 95-hp V-type, 8-cylinder engine—smooth-running, eager for the road. A car with every important advantage found in others of its big-car class—and *something more*: ECONOMY surprising in any class!

If you are still doubtful, ask any of the

60,000 purchasers who made the Mercury 8 one of America's ten best selling cars in a single year! Here's the kind of thing they say: "The gas mileage is a revelation to me . . . on one trip I obtained 22 miles to the gallon." . . . "The smoothest driving and riding car I ever owned . . . averages 20.2 miles per gallon." . . . "Beats any car I have ever driven for economy, performance and roadability."

These are excerpts from a few of the many unsolicited letters in our files. Any Mercury, Lincoln-Zephyr, or Ford dealer will give you full opportunity to get acquainted with this new car.

## MERCURY HIGHLIGHTS FOR 1940

Finger-Tip Gearshift mounted on the steering column—standard in all body types.

95-hp V-type, 8-cylinder Engine for outstanding performance and economy. (Owners report up to 20 miles per gallon!)

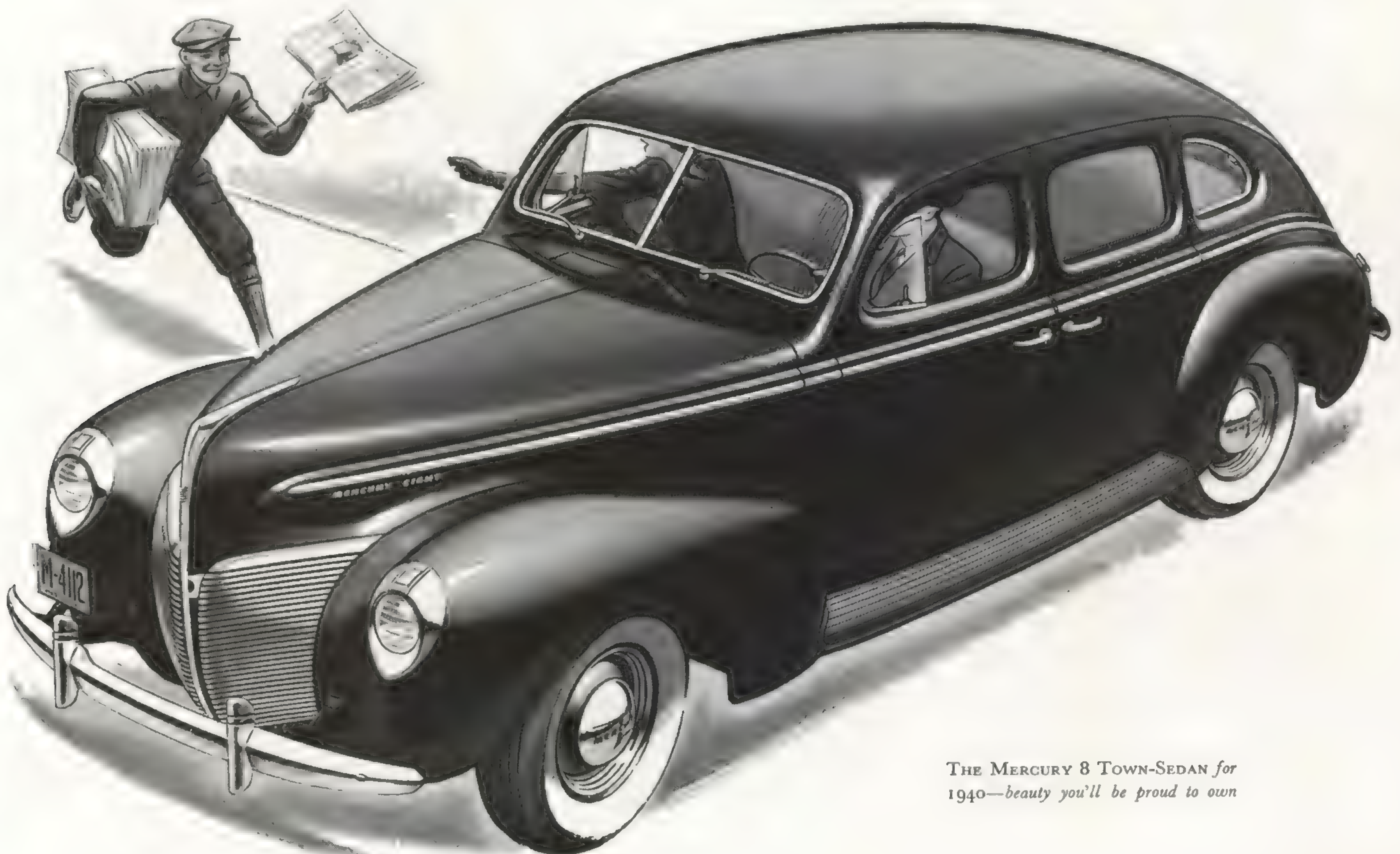
Big Hydraulic Brakes—easy, quick, sure. Hand brake operates rear wheels mechanically.

New Controlled Ventilation—for all-weather comfort.

New Sealed-Beam Headlamps for greater comfort and safety in night driving.

New Blue-and-Silver Tone Interiors—8 beautiful body colors.

Wide, Roomy Bodies—unusually wide seats. Exceptionally quiet and comfortable to ride in. White sidewall tires are extra.



THE MERCURY 8 TOWN-SEDAN for 1940—beauty you'll be proud to own



VOGUE Incorporating Vanity Fair  
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:  
AMERICAN, FRENCH, and BRITISH

**EDNA WOOLMAN CHASE**

Editor-in-Chief of the three Vogues  
Mehemed Fehmy Agha  
Art Director

**AMERICAN VOGUE**

Editorial and Advertising Offices  
420 Lexington Ave., New York  
Cables: Vonork, New York

**STAFF EDITORS:**

Jessica Daves, Managing Editor  
Arthur Weiser, Art Editor

**FASHIONS**

Emmy Ives  
Countess Willaumez  
Bettina Wilson (Paris Office)

**FINE ARTS:** Frank Crowninshield

**FEATURES:** Allene Talmey

**SOCIETY:** Margaret Case

**BEAUTY:** Mab Wilson

Madeleine Darling

**COPY:** Marcelle McGuane

**MERCHANDISE:** Frederika Fox

**FRENCH VOGUE**

65 Ave. des Champs-Élysées, Paris  
Michel de Brunhoff, Editor  
Duchesse D'Ayen, Fashion Editor  
Thomas Kernan, Managing Director

**BRITISH VOGUE**

1 New Bond St., London, W. 1.  
Elizabeth Penrose, Editor  
Madge Garland, Fashion Editor  
Harry W. Yoxall, Managing Director

**SUBSCRIPTIONS**

For the United States, Possessions,  
Canada, and members of the Pan  
American Postal Union, \$5 a year,  
\$8 for two years, in advance. For  
all other countries, \$2.50 additional  
per year to cover postage. Single  
copies, 35 cents.

**CHANGE OF ADDRESS**

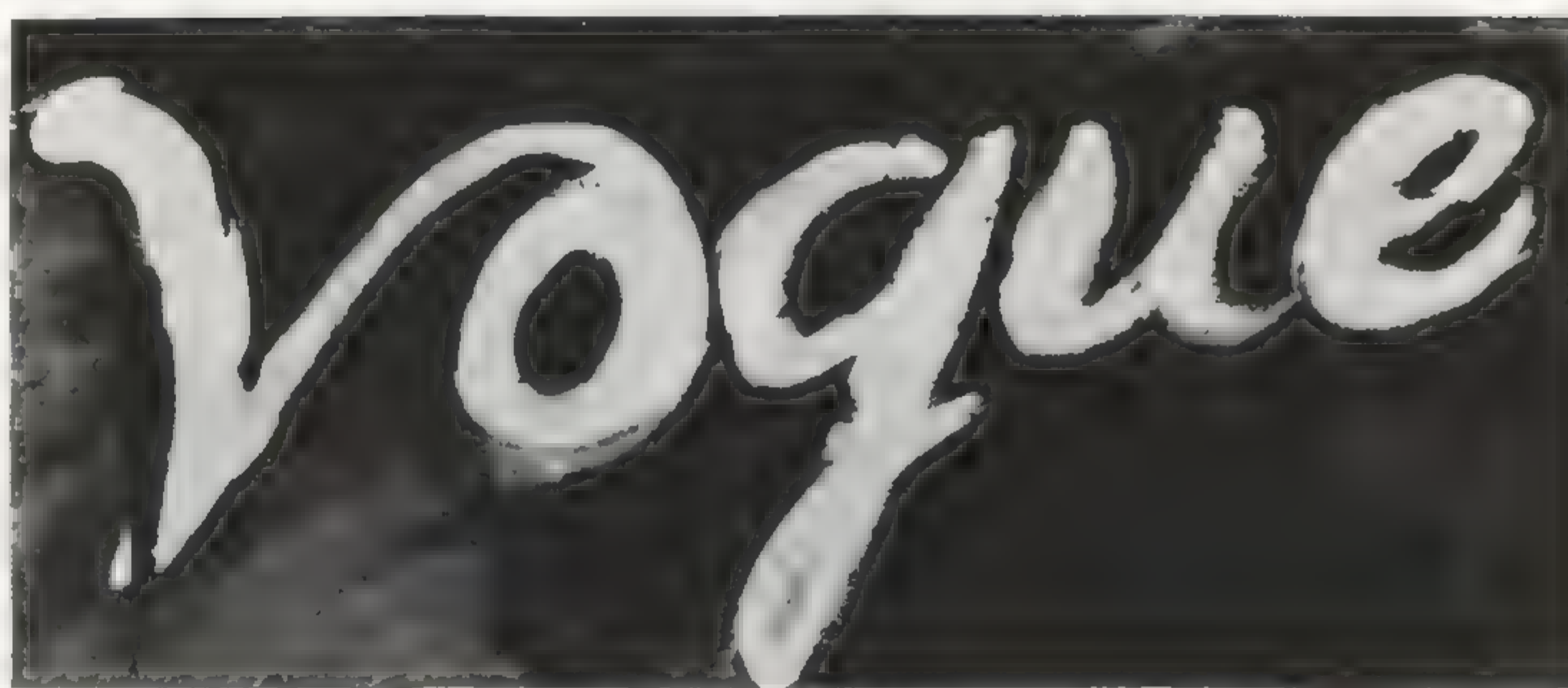
Write to Greenwich, Connecticut.  
Four weeks' notice is required  
for a change of address or for a  
new subscription. In ordering  
a change give both the new address  
and the old address exactly  
as it appeared on the wrapper  
of the last copy received.

**COPYRIGHT**

The entire contents of Vogue—  
text and illustrations—are protected  
by copyright in the United States  
and countries signatory  
to the Berne Convention  
and must not be reproduced  
without permission. Title Vogue  
registered in U. S. Patent Office.  
Vogue is manufactured in the U. S. A.  
by the Condé Nast Press

**THE CONDÉ NAST  
PUBLICATIONS, Inc.**

Executive and Publishing  
Offices, Greenwich, Conn.  
Condé Nast, President  
F. L. Wurzburg, Vice-President  
W. E. Beckerle, Treasurer  
M. E. Moore, Secretary  
F. F. Soule, Business Manager



COPYRIGHT 1939, THE CONDÉ NAST PUBLICATIONS, INC.

*Incorporating Vanity Fair*

**NOVEMBER 15, 1939**

Vogue covers the town, 28-30

Vogue's eye on Paris—pro tem, 39

New York—mid-season, 40-45

In the news to-day, 46-47

Woman's place—in the 1940 car, 48

The Marquise de Sistro, 49

Trio of colour, 50-51

The locomotive and the lady, 52

From Grant's Tomb to Chinatown, 53

Débutantes, 54-57

Passed by French censor, 58-61

Vogue's spot-light, 62-65

The South American view, 66-67

People are talking about..., 68

Winter wedding, 69

Predictions for Palm Beach, 70-71

Débutante data, 72-73

Under twenty, 74-75

White for the whirl, 76-77

Fur flies, 78-79

"For the benefit of"..., 80-81

The lady who came to dinner, 82-83

"Cream or lemon?", 84-85

Designs for dressmaking, 86-87

Shop-hound gives thanks, 88

Discoveries in beauty, 92-92b

School directory, 18-19

Vogue's travelog, 21-23

Vogue's Prix de Paris, 24

Gourmet's guide, 25

Vogue's address book, 26-27

The shops of Vogue, 28-34



Up to your eyes in leopard this season—the evening coat on the Erickson cover symbolizes the stir it makes by night. Boivin's bracelet—a single orchid of diamonds, with a sapphire heart



THE MOST EXQUISITE PERFUME



FLEURS DE ROCAILLE DE CARON



aging  
prable  
J. P.  
man  
negie  
rium.  
profit-  
steel  
by a  
object.  
ndus-  
now-  
New

*Elegant Arden*

Polish  
Annou. in a  
That Her  
and Her Sho

ARE OPEN

**7 PLACE VENDOME**  
Opéra 42-42

**LE BŒUF SUR LE TOIT** Is Open  
DAILY. FROM 4 TO 11 P.M.  
\*\*\*\*\*

**LE MONNIER**  
MADAME  
MILLINER  
231, RUE ST.-HONORE  
announces to her British clientele that the  
house is open daily from 10 a.m. to 6 p.m.

**PAQUIN**  
3, Rue de la Paix, PARIS  
wish to inform their clientele that  
they are open as usual.

OPENING TO-MORROW  
RESTAURANT  
**"L'ABRI DE NAPOLEON"**  
38, AV. FRIEDLAND (Opera) PARIS  
In second floor of basement, a  
comfortable shelter.  
BUSINESS LUNCHEONS. DINNERS  
Plat du Jour 10 to 12 frs. — American Bar

**Good Bars . . . .**  
A.I. AIR RAID SHELTER HARRY'S  
BAR, 5 Rue Daunou (Opera district).  
JOHNNY'S BAR (J. Bohy). 52 Rue  
Pierre-Charron  
MARCALDO'S HOLLYWOOD, 1 bis  
Rue Troyon.

**江申 Chinese**  
ELYSEES SHANGHAI, 6 Rue du Co-  
lisée. Lunch, dinner, supper till

*Vogue's eye on  
Paris—pro tem*

Clipped from the Paris Herald-Tribune—these  
"Open as usual" notices. Within a few weeks after the  
first shock of war, cars were on the streets again, people  
in restaurants, announcements in the newspapers that  
places were reopening. One new restaurant opened, seiz-  
ing on that word "Abri" (air-raid shelter), called itself  
saucily, "L'Abri de Napoléon."

The *couture*, rallying its energies, reorganized to  
face the new conditions. Lucien Lelong, who is Presi-  
dent of the Couture Syndicate, cabled Vogue: MAJORITY  
IMPORTANT HOUSES REOPENING AND MAKING SMALL MID-  
SEASON COLLECTIONS STOP SHALL MYSELF REOPEN STOP  
WE ALL WANT TO PROVE FRENCH COUTURE STILL ALIVE.

Whatever comes, France has for bulwark this mag-  
nificent courage and spirit.

Though shadowed by events abroad, New York  
opens up wider than ever. Women who do Red Cross work  
during the day turn up for benefits at night dressed spec-  
tacularly. Débutantes who make bandages during the day,  
come out, young and flowery, at night. This change of  
pace isn't heartlessness; it's heart.

**Hotel  
Plaza-Athénée**  
and the  
**Relais-Plaza  
Restaurant**  
25 Av. Montaigne  
PARIS  
wish to announce  
that they are  
**REMAINING OPEN**

**Schools**  
(1 fr. 50 a word—1 fr. a line)  
**The AMERICAN SCHOOL**  
OF PARIS announces the continuation  
its summer camps through September  
the opening of school, October 1. Boys  
Girls, 5-17, in the quiet country property  
Normandy. All information from  
The American School, Etretat

**Mme. SUZY  
MODES**  
5 Rue de la Paix  
Announces that her House has  
never been closed and remains  
open from 9.30 a.m. to 6 p.m.,  
Saturdays excepted.







# New York—Mid-Season

NEW YORK, this season, is burning its night-lights brighter than ever. Nobody is sure exactly why, but the reason is probably composite. Part natural result of so many people (because of curtailed travel) staying in town. Part up-swing. Part—perhaps a large part—reaction from head-lines that jump out, like bad dreams, from the newspapers. In any event, shows open, night-clubs open, hospitable doors open—and New York itself opens, wide. The season is starting out brilliantly.

As if to recompense Paris for the magnificent clothes made so gallantly on the eve of war, American women have bought importations profligately. Most of the French couturiers, in spite of everything, are doing small Mid-Season Collections, some of which we will show you in the next issue of *Vogue*. But since naturally the Collections are smaller than usual, American designers are redoubling their efforts. Spectacular dresses—French and American—are put on night after night: for the French Red Cross benefit that reopened Féné's Monte Carlo; for the Ballet opening; for "Skylark," "Too Many Girls," "The Man Who Came to Dinner."

Amid all the splendour, these stand out. Picture dresses, the more extreme and extravagant, the better. Stiff satin dresses—such as the ones shown on these four pages. The smash successes of two of Balenciaga's proud Spanish dresses: the black velvet with the bull-fighter jacket of braid and ball fringe; the stiff black velvet with a bronze taffeta insert in the skirt (Mrs. Jay O'Brien and Mrs. Walter Hoving both wear this one). The recurrence of stripes. (Mrs. T. Markoe Robertson and her daughter-in-law, Mrs. Angier Biddle Duke, wore just-alike striped dresses to the opening of the Hawaiian Maisonette—one pink and black, one blue and black. Mrs. Gilbert Miller has a chevron-striped dinner-skirt in cerise and black.)

The undeposed leadership of white. (Mrs. Thomas Shevlin is one of its exponents—she wears Balenciaga's white Infanta dress.) The affection for American beauty, in stiff brocade. Paillettes—glimmering in the Waldorf, where Carmen Miranda sings; glimmering everywhere. (Mrs. James H. R. Cromwell has a black velvet dress and bolero, the front and back solid with gold paillettes.) Black—forever and forever good.

The sudden springing of leopard into the evening scene—especially in flared jackets like Mrs. Adam Gimbel's. The long sleeves on many an opulent dress, such as Mrs. Cole Porter's long-sleeved gold Chanel. The multiplicity of red evening coats—but more spectacular, the shrill Irish-green one with no collar and much skirt. Muffs on almost every arm; laid aside on the no-longer zebra-striped banquettes of El Morocco. Fur stoles. Mrs. Byron Foy has a beauty—black velvet with sables. The pleasantly new and different look of slender dresses—some with trim little drapes in back, some with peg-tops like those ushered in in 1914. The bib necklaces, real or not.

The lack of imagination about hair. The sheep-like docility of the young who flock to Conga-Chain at La Martinique—all with manes to their shoulders. The paucity of sleek heads among adults—one nice exception, Mrs. Warren Pershing's back-parted hair with a flower-crescent in the roll. An occasional chignon stuck with jewel-topped hairpins, like a pincushion. The American beauty wool house-coat Gertrude Lawrence wears in "Skylark." The bright, bright lights—burning, unblackened, all night.

Opposite page: Entering upon New York's important season—an important dress of mellifluous grey rayon satin, draped to a low décolletage. Original design; Bergdorf Goodman





MISS HALDIS PRINCE, young Boston beauty spending the winter in New York, wearing a satin dancing dress. Two colours collaborate in it, black silk satin with panels in pale blue. The jacket repeats the two-colour theme. An original design by Sally Milgrim. (Décor, French and Company)



Satin again—stiff silk satin. Two colours, again. Again, Miss Halldis Prince, one of the charming exponents of long hair. Pale lime-green and dark yellow-green are the colours, the bodice twists into a huge bow, the skirt props out. An original design from Hattie Carnegie; also at I. Magnin, California











HORST

(Above) Patches of blue and pink silk satin pave, like small flagstones, the billowing skirt of this black silk taffeta dress. One side of the cape is white ermine, the other side black galiak. Reverse it at will. Original designs from Henri Bendel. (Sofa, James Pendleton)

(Opposite) The peg-top dress that dances, with curious coincidence, now in 1939 as it did in 1914. Shiny black satin, its bodice buttoned to the throat, gloves slithering up to the shoulders as they did in 1914. Irene of Bullock's-Wilshire designed it. (Jewels from Paul Flato)





**Miss Camilla Davis, Dallas débutante, in a white dress (from Neiman-Marcus)—net, silver-embroidered**

VOGUE STUDIOS



**Noguchi's portrait-head of Mrs. Henry R. Luce—wearing Mrs. Luce's new black hat of felt, skunk-trimmed**

HORST



**Mrs. Hugh J. Chisholm, junior, in a coat of red and black broadcloth, red silk jersey dress. From Nicole de Paris**



**Half-spats of black satin—nice, with a street-length dress, for restaurant dining. Russeks**





**Gloves that fit either hand!—  
two palms walled together.  
Black capeskin. Mark Cross**

HORST



**Beatrice Straight, playing in "The Possessed,"  
a Chekhov Theatre production. She is the daughter  
of Mrs. Leonard K. Elmhirst and the late Willard Straight**



**Frances Farmer, who is in "Tower of Light,"  
wears, off-stage, Agnès' red jersey hat.  
Bergdorf Goodman. Paul Flato jewels**



**Mrs. Byron C. Foy in her new wrap—  
ermine embroidered with circles  
of twinkling gold sequins**

*In the news to-day*



# Woman's Place—in the 1940 Car

THE new cars purr in a kind of low B-minor. There's an opulent, hushed quality about them, like footfalls on ankle-deep rugs. Their chassis curve beautifully—not the bulbous, chubby curves of some years ago, but the clean-lined, satiny curves of a race-horse. They all look expensive. There's not an obvious colour in a car-load of car-loads. (F.O.B. New York.) Special attention has been paid to upholstery, to its colour, its texture, and even to the actual feel of it. Visibility grows and grows with the reassurance of shatter-proof glass. Pretty soon now, we expect cars to be exposing even their innards, like Mr. Camp's glass lady. Aside from improvement for improvement's sake, automobile manufacturers must have realized that, with European travel temporarily out of the question, Americans will be going in for some long-distance driving in their own country. If comfort and restfulness were the object of the game, they have certainly accomplished it, and every model has something special, individual, new.

Oldsmobile, well-known to song and story, has one of the most exciting innovations. It's the hydro-matic drive, which reduces car operation to three steps. Start, go, and stop. There is no foot-clutch, and, beyond indicating by a flick of the lever that your intention is to go forward, there is no gear-shifting. Old foot-clutch addicts will probably do some absent-minded pawing of the floor-boards with their left foot, but that won't last for long. You can idle the car down to practically no miles an hour, without changing gears. You may stop in the middle of a steep hill and start again without shifting. It is impossible to stall this car.

Hudson has produced one of the æsthetic cars of 1940. Sleek, polished, with a look of flight in its extended lines, it has blossomed out like a débutante. Among its charming accomplishments is the new overdrive (consult your husband), which is a fourth speed for cruising, and the sealed beam head-lamps that seem to be the big news this year. Inside, if you please, the upholstery is of Hockanum woollen, and quite as soft and luxurious as you think.

The new Cadillac appears to be going eighty miles an hour even when it's standing still. There's a look of speed and wind-swept fleetness in the clean flow from hood to baggage compartment. What's inside the hood we leave to harder heads than ours to describe, or even better, we shall merely refer you to Cadillac's reputation for fine motors. What's inside the car, however, is definitely our province. Soft, velvety beige upholstery matches perfectly the French burl walnut instrument-panel and fixtures. Or perhaps you'd prefer grey? Whatever the colour scheme, it's carried through right down to the gear-lever. Added width to the passenger seats, tonneau clocks, hassocks, and restful straps and arm-rests, all are present—almost everything, in fact, that a sybarite could dream up in drawing-room interiors.

Aside from being as beautiful as anything you'd want to see, Chrysler are particularly proud of their new innovation—Fluid Drive. Again we refer you to your husband for an accurate explanation, but this much we know...it results in less gear-shifting and easier starting. Actually, you may remain in high gear over a far wider range of speed. Another point of feminine interest is the straight rear door on the sedans. Usually the door is substantially narrowed in order to take care of the curve of the rear mud-guard. In the 1940 Chrysler, the straight, square door flings wide open, and in you sail, panniers and all, without sidling in with a tentative back hitch. In the convertible models, the top is raised and lowered automatically, while you sit idly viewing thunder-clouds with a casual eye.

The new Ford, sleek and luxurious, presents a sensitive, sympathetic approach to the woman with harassed nerves. All efforts have been concentrated on quiet, shush, let's hush everything up. Cushioned seats curve firmly to support one's back, an added five inches gives one stretching length, and the gear-shift, set on the steering post, functions quietly, with a gentle, soporific motion, no more "exertious" than flicking a cigarette. (Continued on page 105)





CONDÉ NAST ENGRAVING

FROM THE CARROLL CARSTAIRS GALLERY

*The Marquise de Sistro*  
*from the portrait by André Derain*

*Number 11 in Vogue's series—"Portrait-Painters of To-day." [Article on page 95]*



# Trio of Colour

This page: One red, two greys—distinctive colour triolet for this regal crêpe dinner-dress. Notice the dolman sleeves; the gold metal necklace. Germaine Monteil costume and “Burma Ruby” lipstick. Bonwit Teller; Bullock’s-Wilshire, Los Angeles; Ransohoffs, San Francisco

Opposite page, first: Black and gold with white Hellenic colour combination for an Hellenic evening costume by Omar Kiam. A braid-embroidered jacket of silk jersey tops a silk crêpe dress—a dress with a pleated chiton; a columnar skirt. Rose Amado; Neiman-Marcus

Last: Mauve with parrot stripes—holiday colours for an important dress of silk satin. Stripes go down the back of the stiff skirt. The silhouette is bouffant, with a snug bodice and a you-know-what-size waist. Omar Kiam design. Saks-Fifth Avenue, New York; Chicago







Grafton





TONI FRISSELL • CONDE NAST ENGRAVING

The locomotive wears a new aluminum-trimmed hood by Henry Dreyfuss; the lady wears a new Himalayan marten jacket, wool dress; Jaeckel



# From Grant's Tomb to Chinatown

The visitor's New York  
seen through the eyes  
of that chary New Yorker, Helen Brown Norden

A YEAR ago last summer I was sitting in a ship's bar on my way home from South America, drinking *Cuba libres* with a Peruvian diplomat and a Czechoslovakian travelling salesman who was making his first trip to New York. The Peruvian had been there before, and he was telling the Czechoslovakian the sights he must be sure to see.

"I know New York," he said. "Ah, yes. Your Grant's Tomb and your Empire's State. Colossal!" (He also thought he spoke American like a native and was always exclaiming, "Oh, come off your perch!" after which he would turn to any one else around and say proudly, "That's American slang." But this is beside the point.)

It occurred to me then that there exists in New York a certain group of standard sights which tourists go to see year in and year out—not only the foreigners, but also the visitors from other parts of America. The night-clubs they visit may vary, the theatres, the shops, but this group remains permanently on the Must list; Grant's Tomb, the Aquarium, the Statue of Liberty, Radio City, and the Empire State. Of course, the last two are Johnny-come-latelys, but the others have been on the list for the past fifty years and more.

What is there about this group that draws the tourists? What do they see when they get there? What can they tell the folks when they get back home? It took me a year to get around to it, but I finally decided to find out for myself. After all, I reasoned, although you might think there was, there is really no civic ordinance that bars natives from all museums, tombs, and tours.

I decided to start with Grant's Tomb, since nobody I ever knew had been there, with the exception of my grandmother who went to the gala opening in 1885. It is an enormous white building with a lot of pillars, and "Let Us Have Peace" engraved over the entrance. As I mounted the steps, no less than twelve little Boy Scouts came out of the door and filed past me. They all stopped and saluted the flag. On the steps were a young woman in a transparent blue rain-coat and hood, snapping pictures, and two young couples holding hands and looking at the Hudson.

It doesn't cost anything to get in, and there is an elderly guard there who takes you over to the centre of the room, where you peer down at the two sarcophagi, on which are engraved, respectively, Ulysses S. and Julia D. "They weigh nine tons," says the guard.

That's all. Except for two small side rooms, with wall maps of the principal battles of the Civil War and a collection of campaign flags. It is very still, and every one tiptoes. In the ten minutes I was there, thirty-seven other people came in, looked around, and left. I was pretty surprised, because it was a rainy day, so I asked the guard if that wasn't quite a lot. "Good heavens, no," he said in disgust. "We have hundreds every day, except on week-ends when we have several thousand." On summer week-ends, they get between four thousand and six thousand. Their best day was one Sunday this last summer, when seven thousand people visited the Tomb. All of which goes to show just how wrong I can be. I didn't think any one had been there since my grandmother.

The next day I took a fling at Radio City. Here you have your choice of three guided tours: Observation Roof Tour, about forty cents; NBC Studio Tour, fifty-five cents; Rockefeller Center Tour, \$1. I decided to go the whole hog, so I chose the last one, and, before I knew it, a smartly uniformed and personable young man had swiftly attached a blue tag to the zipper on my dress—thereby proving that the hand is quicker than the eye—and lined me up with a group of eight others: three white-haired old ladies, a middle-aged woman with a little boy, a young woman in stout boots and glasses, and a Negro couple—all with blue tags.

Promptly on the hour, off we went, and, for the following sixty minutes, we trotted docilely behind our guide, up elevators and down, in one building and out another, through subterranean passages and out on roofs, and occasionally finding ourselves right on the street as we crisscrossed between the various buildings, always running into similar little groups with their own guides. The three old ladies, like a Greek chorus, kept up a running patter of appropriate responses to the guide's talk, a sample transcript of which would run like this:

GUIDE: These walls in the French Building came from the Pyrenees.

OLD LADY: Imagine!

GUIDE: Over there, across the street, you can see Saint Patrick's Cathedral, a perfect example of thirteenth-century Gothic architecture.

OLD LADY: I knew it was Gothic!

GUIDE: This mural represents man's emancipation from drudgery. (Continued on page 113)





HONEST

Eight young newcomers...eight new picture dresses they have chosen to dance in. The attractive twin débutantes, Miss Anne and Miss Mary Osborn (the first two) wear identical Bendel dresses of blue tulle and ostrich. Next, Miss Susan Chanler likes white chiffon, with a wide black moire sash. On the top stair is Miss Nancy Sloane wearing a strapless dress of blue taffeta, a white camellia pinned in her hair

*Eight New York Debutantes....*





*and the dresses they dance in*

The filmier, and the fuller, the prettier the picture dress. From left to right, down the stairs: Miss Margot Finletter chooses violet chiffon to high-light her black hair. Miss Colette Gay wears Bonwit Teller's white net dress with sequin-embroidered bodice. Miss Patricia Cutler's dress is pale pink—a lamé bodice, a full skirt of net. Miss Rosamund Reed also wears pale pink—a whirling dress—of yards of ruffled net





HORST

### *Miss Fernanda Wanamaker*

A personality among Philadelphia débutantes this year, Miss Wanamaker is the daughter of Mrs. Disston Wanamaker and the late Captain John Wanamaker, the great granddaughter of the late John Wanamaker. She is photographed here in a black velvet and blue grosgrain dress



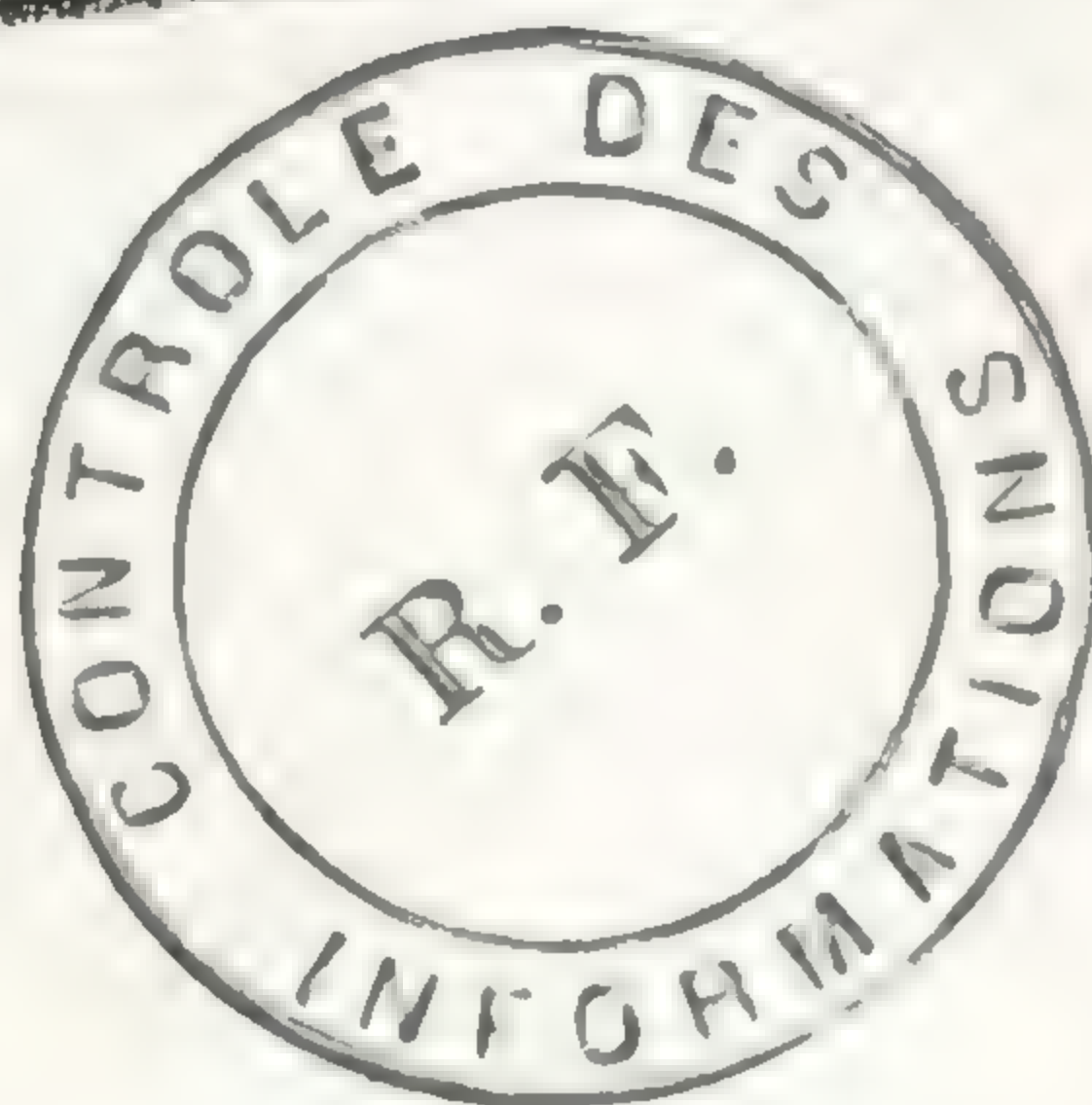


*Miss Eleanor Frothingham*

A personality among Boston débutantes this year, Miss Frothingham is the daughter of Mr. and Mrs. Theodore Frothingham, junior. She is shown here in Chanel's glamorous white net dress, with silver sequins, from Bergdorf Goodman. (The décor is from French and Company)



# Passed by French Censor



Trench coat, soft hat, Creed suit

## What Paris women wear in war-time— 4 pages of notes arrive from Vogue's Paris office

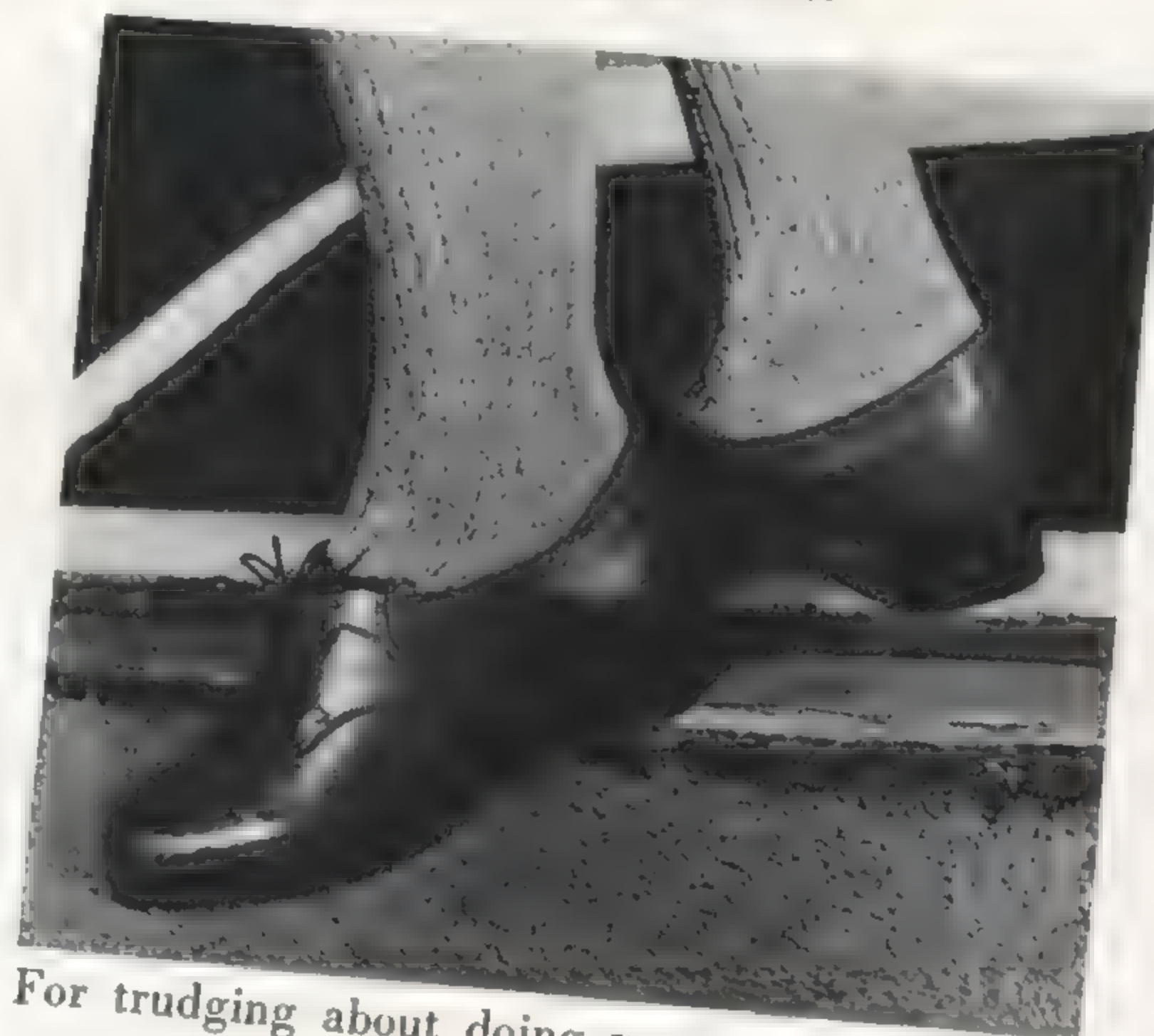
THAT is the official rubber stamp of the French censor—the large circle reproduced above. Stamped in blue (in a typical French-blue), it appears on the face of every sketch and on the back of every photograph shown on these four pages. A naked eye can detect it on many of the drawings opposite. A magnifying-glass will bring it to light if your vision isn't that good. For no word, drawing, or photograph—fashion or otherwise—leaves the République Française to-day without coming under the scrutinizing eye of a military censor—a stern, but often very appreciative eye.

Aside from being “passed by censor,” these are clothes passed by the equally censorious Frenchwoman—as the suitable thing for war-time. Anything that looks too conspicuous is as readily banned by her: a silly little hat worn over the eyes, a sable jacket, too many jewels, a too perfect all-in-black type of Paris elegance. With their instinctive sense of what is right, Frenchwomen returned to Paris this autumn in neat spectator sports clothes, hatless, or with simple turbans or sports hats, low-heeled shoes. Only a few foreigners still waiting to return home lunch or dine in what ordinarily would be correct Paris elegance.

The logical explanation for the spectator sports look—so strange to Paris streets—is that most smart Parisians (Continued on page 112)



For nocturnal “alertes”—Schiaparelli's blue wool suit that zips up quickly, and damp-proof canvas boots



For trudging about doing war work—Bunting's mahogany calf shoe with a new sturdy heel





1939 Sam Browne belt, by Creed. Two cases, one for gas mask, one for valuables



President of Aviation Nurses



War worker's coat by Revillon. Khaki water-proof warmly lined with brown-dyed rabbit, practically equipped with knapsack pockets



Turbans, berets—no silly hats



For the French gas mask, Madame Lanvin made—and carries—this red tweed case with gold nails



Hooded coats are everywhere



Grey tweed suit, pleated skirt



For a British gas mask (different from the French type), Madame Lanvin makes a black tweed case with silver nails

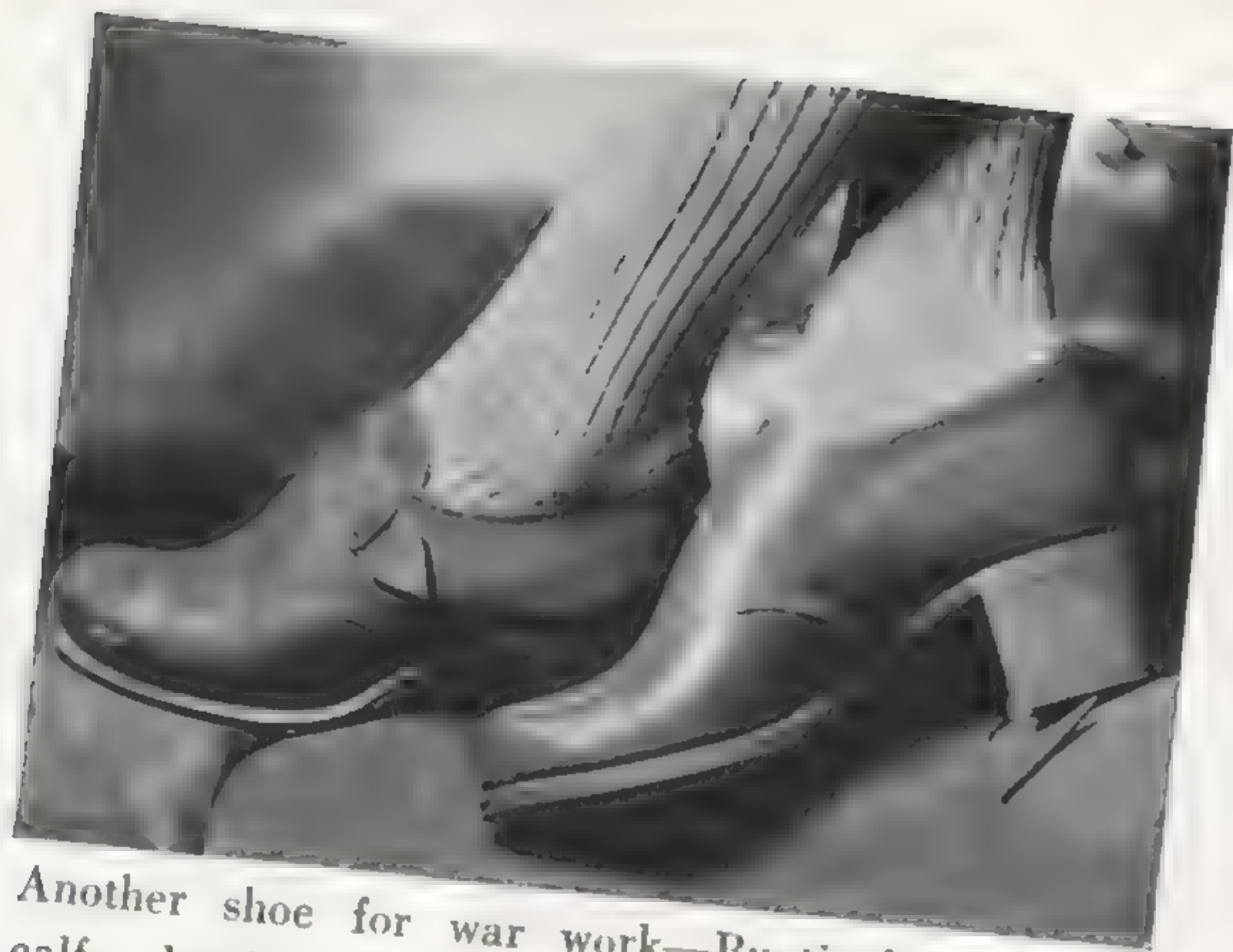




For bicyclists—Hermès straps on your back a mahogany box-calf sack for money and papers



Beret, tweed suit, black rain-coat



Another shoe for war work—Bunting's tan box-calf, low-heeled, buckled-up, and water-proof



Raspberry tweed, alligator bag



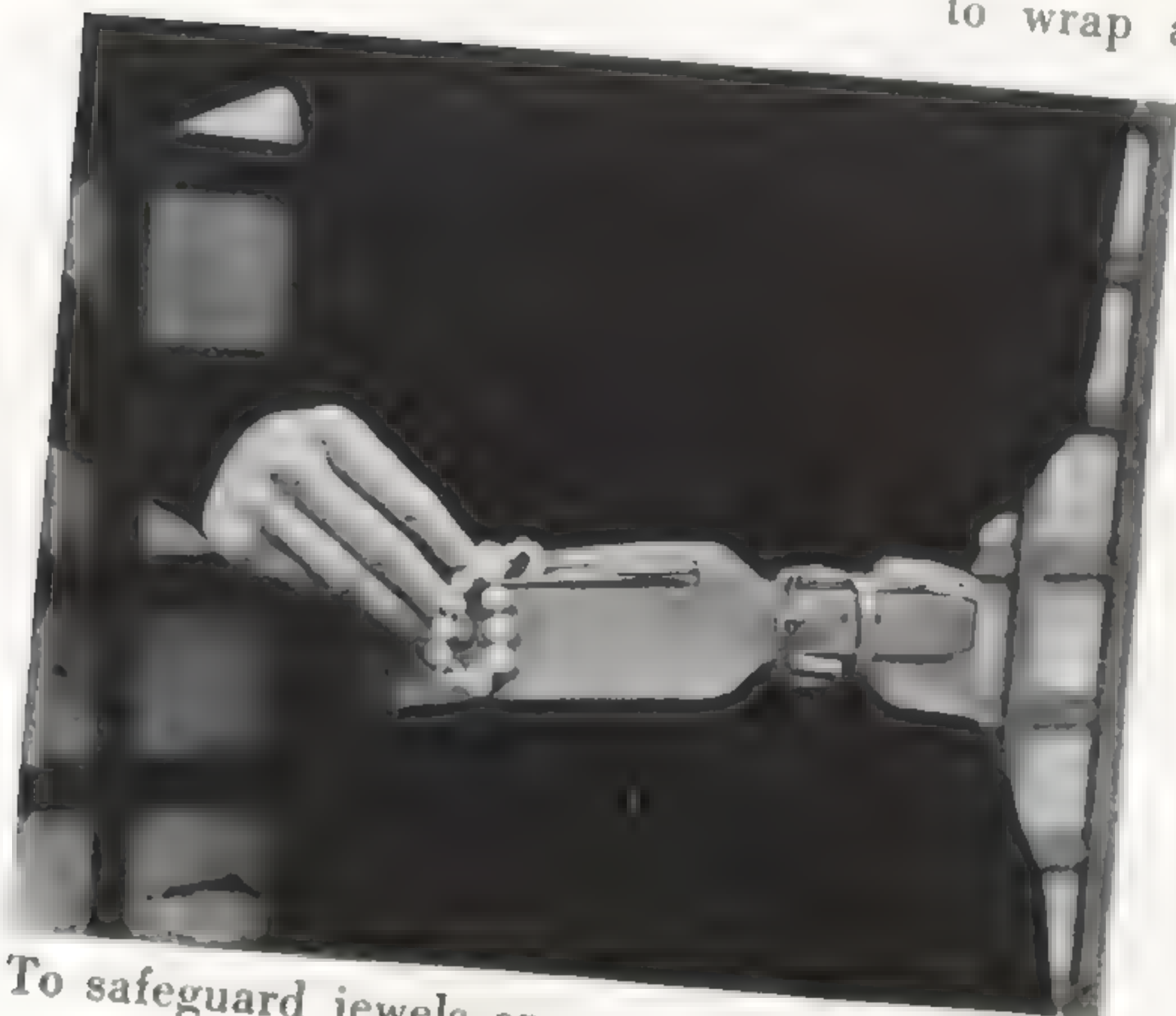
Creed calls this his "alerte plaid" a blanket to wrap around shoulders or knees—see right



Simple black Schiaparelli coat



Another view of Creed's "alerte plaid" blanket for keeping warm in shelters. A huge pocket accommodates papers



To safeguard jewels or money—Hermès makes a box-calf belt with two zippered pockets





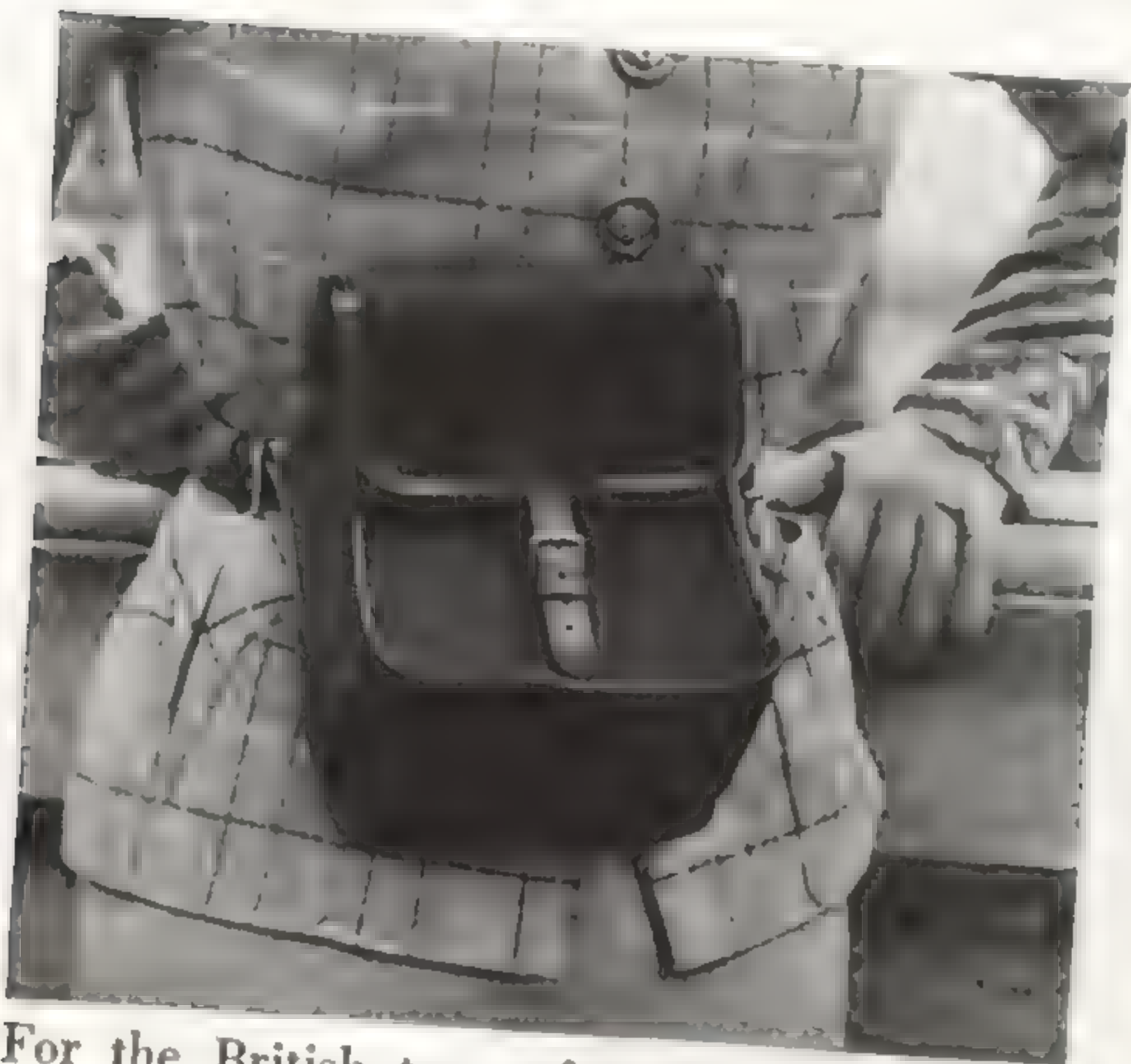
Faithful snood and tweeds



More hooded protection—Hermès' plaid coat, and his bag for gas mask, papers, and purse



Boyish hair-cut—no curls



For the British type of gas mask—Hermès' canvas and leather case, strapped to waist



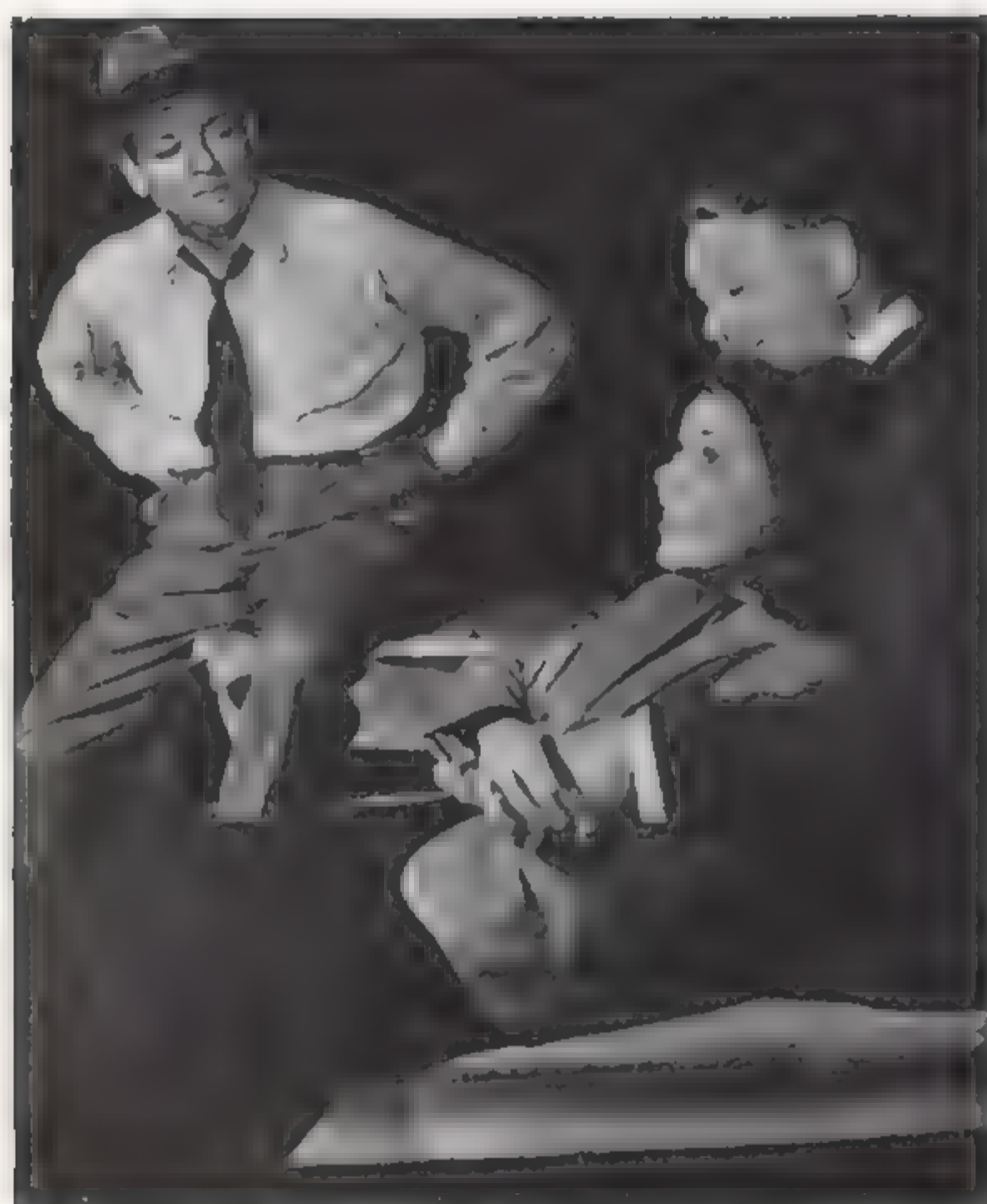
Simple sports suit—a universal

*Passed by French Censor*









REHEARSING "VERY WARM FOR MAY"



DOWLING AND HAYDON IN "THE TIME OF YOUR LIFE"

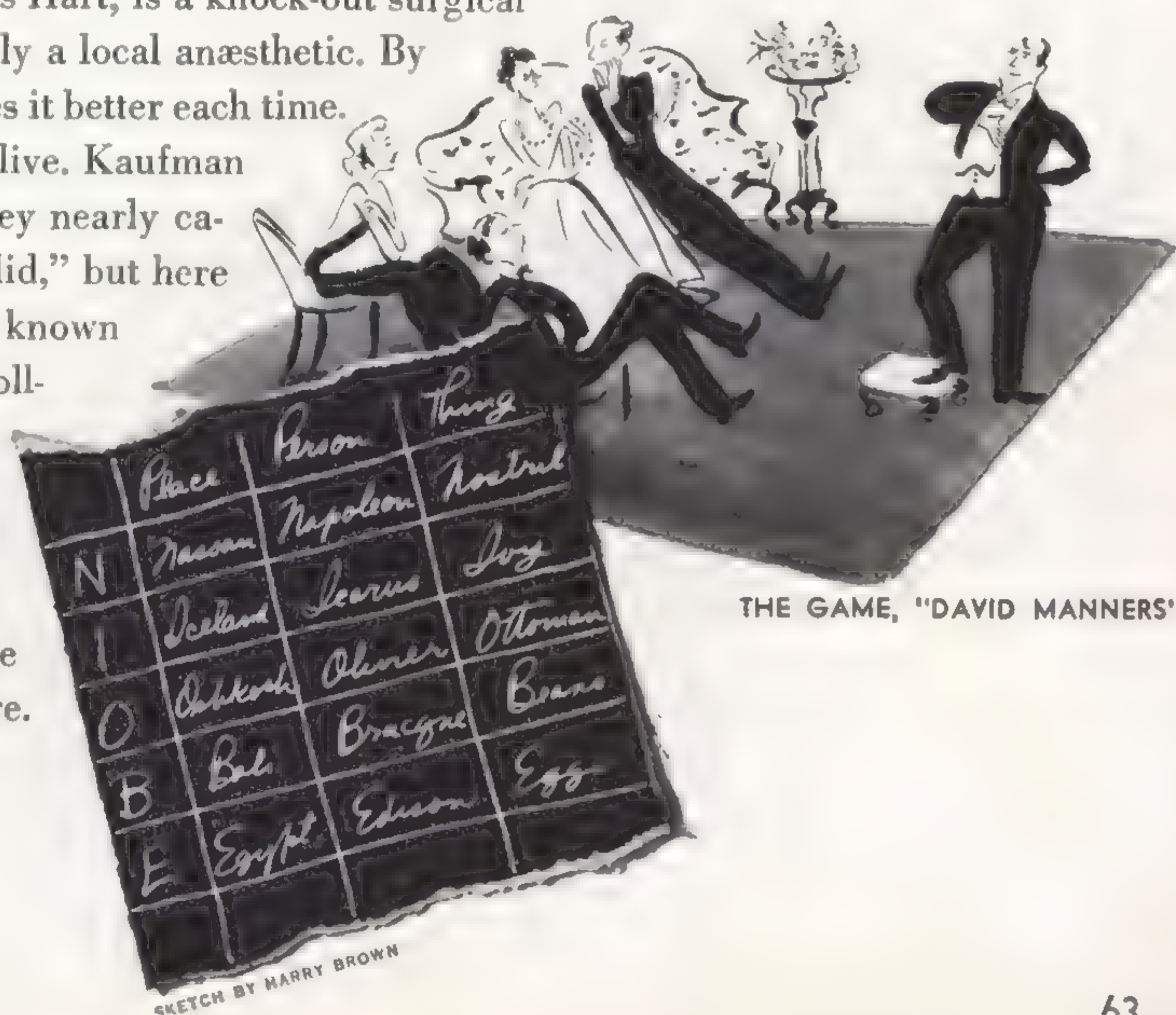
# VOGUE'S SPOT-LIGHT

By Allene Talmey

NEW YORK is stuffing itself on fun, as though it were a little bit afraid of future starvation. There are all the lovely new melodies from the Jerome Kern, the Richard Rodgers, and the Cole Porter shows. There are all the happy faces of actors working in lovely big successes. There is the new parlour game, "David Manners," a variant of the old "Game." There is Paul Draper back at the Plaza, dancing with his austerity, his pointed clean line. There are all the newly-done clubs, Morocco and the Stork, Monte Carlo and the Hawaiian Maisonette, with sweet, fat, soft-voiced Hilo Hattie. There are the galleries, bursting with shows: Picasso and Cézanne, and all the Americans, but especially the great Mahatma Eilshemius, that ancient, badly-treated figure of fun who is now turning out to be what he always said he was—a genius. There are all the plans of the Met, which opens this month and which has finally brought over the beautiful Jarmila Novotna, who will make her début in "The Bartered Bride."

The theatre, of course, is galloping along. Donald Brian is back in Kern's "Very Warm for May," and Sam Levene is the glory of Clare Boothe's melodrama, "Margin for Error." There are the Lindsays in "Life with Father"; Mary Martin in "Nice Goin'"; Frances Farmer in "Tower of Light"; Margo in "The Outward Room"; and, finally, there will be Paul Muni in "Key Largo," Maxwell Anderson's picaresque play.

But most of the excitement, as this is being written, lies with "The Man Who Came to Dinner"—the most brilliant slicing-up of a friend that New York has ever watched. The neat dissection of Alexander Woollcott by his loving friends and admirers, George S. Kaufman and Moss Hart, is a knock-out surgical job. Apparently the authors gave Mr. Woollcott only a local anæsthetic. By now he has seen the play some twenty times, and likes it better each time. In fact, that public sob-sister loves being skinned alive. Kaufman and Hart aren't much good when they get soft; they nearly caressed the Theatre to death in "The Fabulous Invalid," but here they have sunk their teeth into Mr. Woollcott, who is known himself as the old tigress. They have pickled Mr. Woollcott for all time. In the general sport, Cole Porter has helped out by donating a parody of Noel Coward's adorable tinkling musical clichés. With Monty Woolley looking extraordinarily handsome and almost too distinguished, "The Man Who Came to Dinner" is a barrel of sadistic, miraculous pleasure.



THE GAME, "DAVID MANNERS"

SKETCH BY HARRY BROWN





HATTIE AT THE ST. REGIS



MARY MARTIN IN "NICE GOIN'"



ELSPETH ERIC IN "MARGIN FOR ERROR"



COSTUME FOR "LIFE WITH FATHER"



"THE MAN WHO CAME TO DINNER"

Its success is equalled, in part, by Gertrude Lawrence, who is being absolutely too wonderful for words in "Skylark," a play which is to dramaturgy what the usual society portrait-painters are to art. It is slick and glossy, and the pearls of Miss Lawrence's acting shine just as though they were real. But it is effective fun with amusing, glittering lines. Samson Raphaelson first wrote it facilely as a serial for *The Saturday Evening Post*, which loves stories about advertising men and their love-life; then Alfred Knopf published it as a novel; and now John Golden has produced it, giving Miss Lawrence clothes so good you could cry, and a set so bad you could weep. But that does not matter much. What does is that Miss Lawrence swoops around, perches like a dicky bird on a telegraph wire, and is always quick, and feminine, and delightful, with every mannerism a picture that I liked.

So far, the big musical comedy is "Too Many Girls," just a bowl of mush and melody. Somehow, Rodgers and Hart get their entrancing songs mixed up with the dreariest plots—nobody but Shakespeare and Rodgers and Hart ever thought that "The Comedy of Errors," even if it is called "The Boys from Syracuse," is fascinatingly comic. Carefully wrapping their music—notably "I Like to Recognize the Tune"—with extraneous little boy jokes, they wreck the songs, some of them as intricate for popular music as the Hart lyrics. One of the best songs has the incomparable couplet: "Kick up the cake walk 'cause we got cake, Lady Luck finally learned to bake." Of the whole proceedings, the hero is Robert Alton, who has cunningly swerved musical-comedy choreography, which was degenerating into shifty ballet, into something fresh—something as delightful as Marcy Wescott, who sings the prettiest of the songs.

Far duller, however, than "Too Many Girls" is the simple comedy, "Ladies and Gentlemen." It is as thin as Cello- (Continued on page 104)



FALK





HORST

**JARMILA NOVOTNA, THE BEAUTIFUL CZECH OPERA SINGER, NEW TO THE METROPOLITAN**





SEÑORA ALEJANDRO FIGUEROA, ONE OF THE SOUTH AMERICAN VISITORS TO NEW YORK THIS SEASON

## THE SOUTH AMERICAN VIEW

Vogue discusses the clothes problem with chic women from the Argentine

NEW YORK is excited over its South American visitors this winter. The neighbourly spirit grows closer each year. Back and forth from the Argentine, Chile, and Brazil shuttle many of South America's traditionally smart women...bringing to the New York scene their individual chic, their magnificent jewels, graceful tangoing, charming gaiety. True cosmopolitans and inveterate travellers, many South American women spend half their summer (which is our winter) in Paris, London, or New York.

Among the many attractive visitors here early this winter are the two photographed on these pages: Señora Figueroa, whose father is an Argentine senator, and Señorita Barreda, daughter of the Peruvian Ambassador to Buenos Aires. From Brazil have come Madame Vargas, wife of the President, and their daughter, Madame Amaral Peixoto. From Chile: Señora Ossa de Ross, and the niece of the President of Chile, Señorita Mercedes Montt Aguirre, and Señora Pilar de Subercaseaux, niece of the Marquis de Cuevas.

While here on her visit, Señora Figueroa (photographed above) has chosen a few American sports and evening clothes, but she tells us she expects to go on wearing Paris models. For South Americans are as devoted to French clothes as any Parisienne—the French *couture* makes special collections for South America; some houses have branches there; and even under present conditions, relatives and friends in Paris can forward



French models to South America. (All during the last war, the Paris *couture* houses continued to send clothes to their South American clientele.)

Señorita Barreda—whom you see below—will find a wardrobe of new Paris clothes waiting for her in Buenos Aires, ordered by her sister in Paris. When we photographed her, she was proudly wearing one of her first dresses to have bright red on it (there is a red jacket not shown in the picture)...the *jeunes filles* of South America are usually reluctant about wearing vivid red or green—preferring pastels and dark colours.

A well-known member of Buenos Aires' younger set, Señorita Josefina Vivot, writes to *Vogue* to give us the clothes opinions of other South American women faced with the possibility of a curtailed supply of Paris models:

Señora Lia Elena Elizalde de Pirovano, one of the best-dressed Argentine women, has just recently returned from Europe. She dresses exclusively at Paquin's...a house which has a branch in Buenos Aires. Madame de Pombo, Paquin's Paris manager, visited Buenos Aires a short time ago and promised her Argentine clientele that she would—no matter what—keep on sending Paquin's creations. "If that is not possible," says Señora de Pirovano, "I think that Paris fashions, having influenced me so strongly, will still inspire me to create my own clothes, should that be necessary." Luisa Torres de Larivière—she is the sister-in-law of Madame (Continued on page 104)



ALSO VISITING NEW YORK—SEÑORITA ISABEL BARREDA VENN, DAUGHTER OF THE PERUVIAN AMBASSADOR TO THE ARGENTINE



# People are Talking about...

The expected triumphs of the greatest battle-winner of all time, old General Mud, the infantrymen's friend.... Making up their own personal tags for the wonderful new song, "But in the Morning—No," which Cole Porter has in his show, "DuBarry Was a Lady".... Hickory smoked salt.... The efficiency of the Western Union, which had form messages ready, both for and against the Embargo Bill, to be sent to Congressmen.... That knock-out thriller, the novel *Escape*.... The radio, no bigger than a Kodak, that can hang around the neck on a leather strap, with the aerial in the strap.... Finland....

*People are talking about....* The mail from Europe.... The new Jaromir Weinberger score, "Under the Spreading Chestnut Tree," which John Barbirolli and the Philharmonic played for the first time this winter. Like Weinberger's happy "Schwanda" music, it is so gay, so witty that even the musicologists burst out laughing right in Carnegie Hall. This pleased the small pinky-faced Czech composer, who sat up in a box, grinning like a baby with a rattle. The composer's pleasure at the audience's pleasure was one of those really warming sights; usually the Philharmonic members sit through new scores as though suddenly afflicted with *encephalitis lethargica*....

*People are talking about....* How sick they are of listening to accounts of getting home from the War zone.... Playing the Kangaroo variation of Chinese Checkers. It's all done by permitting long jumps.... The Philip Guedalla book, *The Hundredth Year*, all about the incredible 1936, when some of the roots of this year's aloe-tree were laid down.... Ingrid Bergman.... The protests of the German Embassy over the virulence of Clare Boothe's Nazi play, "Margin for Error"....

*People are talking about....* The Draft Act, ready for M Day.... The dreamily sweet hats in the ballet, "Ghost Town," designed by du Bois, whose costumes are all over the town.... The difficulty of getting permits to collect money for war sufferers.... The William Paleys' artificial salt water for their pool.... Jonathan Norton Leonard's new book, *Three Years Down*, a severe and witty account of the first years of the Depression.... The wave of South Americans who are visiting New York instead of going to Paris....

*People are talking about....* The lectures of Dr. Oliver Gogarty, of whom Yeats once said, "Alcohol would only have a sobering effect." With a whip-lash tongue and an egotism which no one ever has wanted to puncture, his lectures are only a little better than his fabulous conversation, full of ranging wit and erudition, but without any Gaelic twilight.... The War, with the favourite adjective, that infuriating one, "phony"....

*People are talking about....* Lindbergh's speeches.... The Victor record of Prokofieff's "Peter and the Wolf," played magnificently and amusingly by the Boston Symphony.... The Cuban gambling game, done with a tower of dominoes.... The spy intrigue in Bermuda.... The new children's books by Maugham and Boyle and Stein. Gertrude Stein's *The World Is Round*, incidentally, has the delicious rhyme about "Willie had a father and Willie had a mother that was Willie"; over Kay Boyle's *The Youngest Camel*, there is a fine drift of melancholy; and Somerset Maugham's *Princess September and the Nightingale* has a fantastic confusion of princesses....

*People are talking about....* The too-familiar date-line on newspaper stories, "Somewhere in France".... The bracelet set with the Jonker diamond, really as big as an egg.... The number of beautiful Balenciaga dresses around.... Eating crushed grapes, ice-cold in gelatine.... Sholem Asch's masterpiece, *The Nazarene*, rich, and Oriental, and complicated as a Persian rug.... Charlie Chaplin's movie, "The Dictator," still in work.... The advantage the Yoga-ists have over the rest of us—they can go off and contemplate the navel....





HORST • CONDÉ NAST ENGRAVING

WINTER WEDDING...FROST-WHITE, PINE-GREEN...the bride in brocaded white silk taffeta, and her attendants—down to the smallest one—in stiff green silk velvet. Nettie Rosenstein designs at Bonwit Teller; I. Magnin. The flowers are gladioli, arranged by Irene Hayes





# Predictions for

Headed for Palm Beach, Palm Springs, Cuba, Bermuda, Puerto Rico, Caribbean islands—this year's sun-seekers; these new clothes.

First. A flare-open beach coat of natural kasha.

Second: Piqué skirt; acetate top. All; Lord and Taylor; Marshall Field



Above, first: The slacks costume, spruce, practical, and uncluttered, as the new beach clothes are. Shirt and slacks are of linen, with huge carpenter pockets on the slacks. Best.

Right, above: Tailored shirt and trousers of linen homespun, sharp and precise as a salute. Notice the pockets, like insignia. Lord and Taylor; Marshall Field



First: Figure-following jacket, full, pleated shorts of linen crêpe, for a South-bound beach suit.

Find it at Best.

Second: The bravado Hussar costume, with gay jersey jacket, gold-embroidered sharkskin trousers, Best has this.

Third: The bare-middle outfit, with rib-length top, skirt of acetate crêpe. Lord and Taylor; Marshall Field

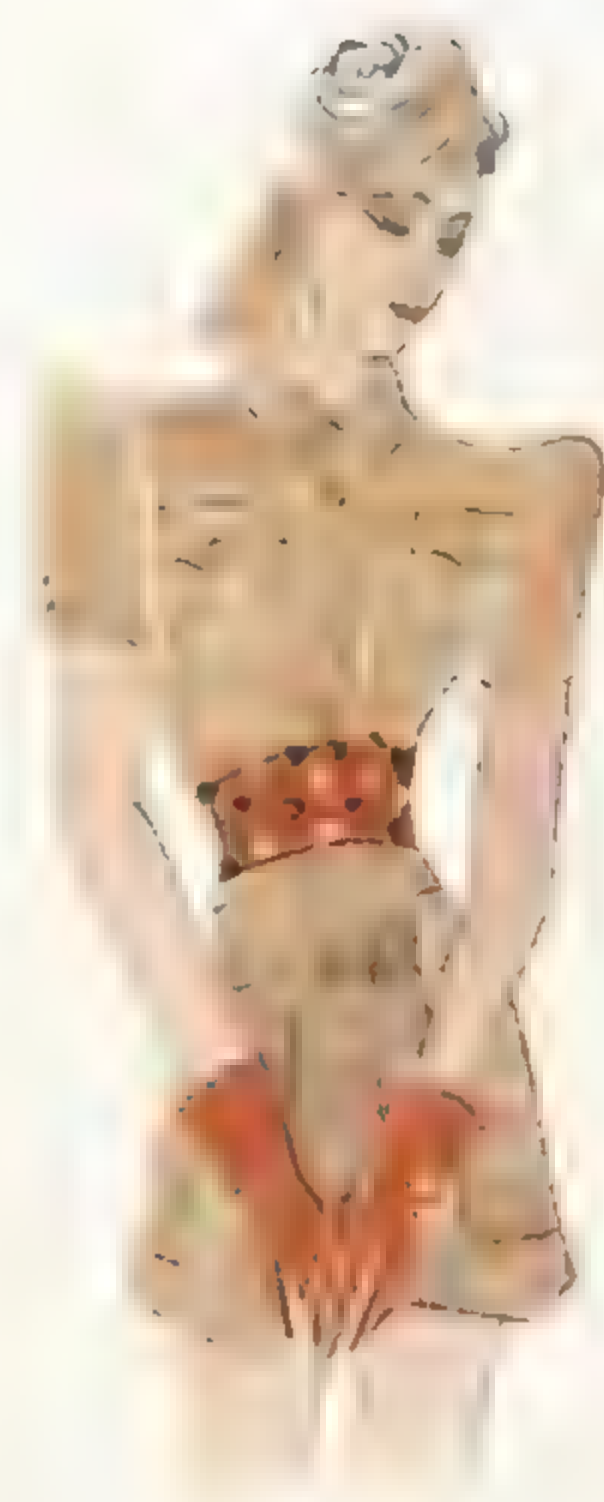


# Palm Beach



Right, first: The exposed mid-section play-dress (only for lithe, sun-coloured waists) in a linen edition. Lord and Taylor; Marshall Field. Second: The Zouave costume, new beach fantasy, with khaki jacket, bloomer shorts, polo belt. Third: The slacks suit like a French Colonial officer's—sharkskin with ribbon decorations. Best

Left: The Indo-Chinese costume—taffeta jacket, baggy trousers of silk jersey. Perfect for loafing, cabaña-lunching, sun-dodging. Best; I. Magnin, California



Above: A cool, equatorial suit of washed-out khaki, red belt. Best; I. Magnin, California



First: The bare middle again—snug hand-knitted sweater, snug corduroy tights. Find them at Best

Second: The house-boy costume—short, loose linen jacket, sleek, ankle-tight pants. Best.

Third: The French Colonial's at-ease outfit—silk shirt, gathered-at-the-ankles silk trousers. Best; I. Magnin, California





ANDRÉ DE BIÈNCH

Answer to an invitation—this dancing-dress of ivory slipper satin. Kind to figure and finances, at about \$25. Jane Engel; Marshall Field

*Here begin 6 pages of  
debutante fashions —  
good news for party-goers and their pocketbooks*



Last year, you wanted to be one of the Glamour Girls—blowing-maned, chocolate-lipsticked, pursued through night-clubs by candid cameras.  
This year, you want to be yourself—fresh-faced, young, enthusiastic.

Last year, you loved great, uproarious, mob-scene parties.  
This year, you love smaller, more informal parties—because too many big ones, in these times, seem a little heartless. (And you can talk better at smaller ones.)

Last year, you wore white for your début.  
This year, you wear white for your début.

Last year, Brenda Frazier and you wore strapless dresses and hoops.  
This year, less straplessness, fewer hoops. More little straps, slightly off-shoulder décolletages, and cover-up dresses for dinner.

Last year, you wore your charm-bracelets on your wrist.  
This year, you wear your charm-bracelets around your neck.

Last year, you wore tulle or velvet for evening.  
This year, you wear tulle or velvet for evening; stiff upholstery satin; stiff faille.

Last year, you went out to lunch or shop or bridge dressed to the teeth.  
This year, you go to Red Cross classes in more casual clothes. Allison Garver, Patricia Cutler, and Harriet Niles are among the débutantes in Red Cross work.

Last year, it was rather daring of you to go hatless to lunch.  
This year, it is old-fashioned of you to go hatless to lunch. You wear a little turban like Betsey Rochester's pointed green one, or Nancy Saunders' draw-string turban of burnt-sugar velvet. (And you look far less naïve for it.)

Last year, you drank, prettily, milk and Coca-Cola.  
This year, you drink, prettily, milk, Coca-Cola, and Dubonnet cocktails.

Last year, you went to the Stork Club, the Stork Club, and the Stork Club.  
This year, you go to the Stork Club, the Nine o'Clock, La Martinique, and the Empire, or Benny Goodman, room of the Waldorf-Astoria.

Last year, you danced the Lambeth Walk and took rhumba lessons.  
This year, you dance the Conga Chain and take hula lessons.

Last year, you loved gardenias in your hair.  
This year, you love starry white stephanotis or tuberose made into garlands. (The Osborn twins wear yellow chrysanthemum pompons in their red hair. And Miss Nancy Sloane likes a single camellia worn at the side.)

Last year, Brenda Frazier wore short white evening gloves.  
This year, Eleanor Frothingham wears short white or black evening gloves; Colette Gay wears long white ones, and the Osborn twins wear short blue ones.

Last year, you followed the crowd.  
This year, you're an individual. You find one perfect dress and order it in all colours. You find one perfect colour and order all your dresses in it. You choose your dresses as much by the back view as the front. (The back-view is the stag-view.) You have, as well as or instead of, a come-hither bright red dress, an equally come-hither bright green dress. You wear ermine mittens, on a childish string run through your coat-sleeves. You have a beaver jacket or a furless coat that you wear with a fur hood and muff.

Last year, your evening wrap was a short fur jacket or long black velvet coat.  
This year, your evening wrap is a short fur jacket or a long wool coat like a cadet's, of grey or green or red or navy-blue wool. (It matters, because the boys lined up waiting at the coat-room Observe.)

Last year was absolutely the best year of your life.  
This year is absolutely the best year of your life.

Débutante  
Data



**Under Twenty—  
 \$\$ and years.  
 Party clothes  
 for the  
 pennywise young**



**A grey dress (grey always looks expensive)  
 with a lamé bodice held up by thin straps;  
 a full rayon jersey skirt. Under \$20**



**A red dinner-dress (red increases visibility)  
 of rayon jersey. It drapes like a dream,  
 but the price is down to earth—under \$20**



**U**NDER twenty years is a fine age, when the holiday season is on, and there are parties to go to, and handsome young Harvard men to be charmed. Under twenty dollars, you may have thought, is not such a fine sum of money when you have to buy a dress to help with the charming. Happily, that is not the case these days—twenty dollars can do remarkable things. Regard the evening clothes on these two pages and rejoice. Regard the rest on pages 76 and 77 and rejoice again. Vogue collected them, with somewhat more effort than waving a wand, to please you, the Man Who Invites You, and the Parent Who Pays.

Make no mistake though—these clothes are values, real values. We consider fabric when we choose; we turn dresses inside out to eagle-eye the seams and hems; we peer sternly at buttons and ornaments. Our purpose—as with all our Under-Twenty fashions—is to make sure that every cent of your twenty dollars goes where it does the most good. That matters, as you know if you have to finagle with a clothes allowance or a bottom-of-the-ladder salary.

Moreover, we consider your age and architecture, as well as your allowance, when we are foraging for you. We stay in the young-size ranges, where proportions are keyed to your young, slim, long-legged figures. (Over-Twenties whose figures qualify, please note.) You won't find us trying to make you look like Elsie Dinsmore—or Mata Hari, either. We, and you, know you aren't the type.

The holiday clothes on these pages are dedicated to the good-looking Under-Twenty with clothes sense and money sense. You'll look right in them. You will—if you're the girl we think you are—have a wonderful time in them.

HOWARD CAGLE



A white dress (white, the *débutante's* joy) of chiffon—with a picturesque neck-line, a girdle of iridescent sequins. Under \$20

ALL FOUR DRESSES: ALTMAN; I. MAGNIN, CALIFORNIA



Another grey dress—of rayon chiffon that eddies prettily around your feet whether you waltz or conga. Under \$20





FRANKLIN SIMON; MARSHALL FIELD; L. S. AYRES, INDIANAPOLIS



LORD AND TAYLOR; MARSHALL FIELD

## White for the whirl

White—every year the *débutante's* No. 1 colour—leads again. Three versions: First, above: White for a dance, your own or another's. White net, close-bodiced, full-skirted, embroidered with iridescent sequins. Whisper the price: about \$25

Second: White for dinner, *chez* some one or in a restaurant. White rayon mat jersey, worked into a cover-up bodice with pushed-up sleeves, gathered into a full skirt, spanning your slim waist in a laced corselet. All this for approximately \$30

Opposite page: White for your *début*, once-only occasion, when you want to look misty and memorable. White tulle draped into an off-shoulder neck-line, billowing into a great skirt. About \$50. Trifari pearl beads. Lucite bench from Cora Scovil









BEAVER COAT FROM MILGRIM

ANDRÉ DE DIÈNES



## FUR FLIES.. AT NEW YORK'S MUNICIPAL AIRPORT



News for the world—the opening of New York's giant Municipal Airport out at North Beach, symbolized by the huge, stainless steel eagle atop the Administration Building—photographed above with two of Vogue's models. News for you, if you're contemplating travel via air or land—the handsome, comforting, going-somewhere costumes shown, in close-ups, on these two pages

Opposite page: Photographed aloft on an American Airlines hangar—a sheared beaver coat-and-hood combination lined with grey wool jersey, warm in the air, warm in town or country. Below: Scheduled for a smooth take-off—this black wool coat lined and trimmed with ocelot, worn with a tiny ocelot pill-box (that won't blow off). A dress of wrinkle-rebuffing red wool jersey



ENTIRE COSTUME FROM JAY-THORPE



THE burning desire to "do something" stabs women all over the country. Hearts aren't neutral, even if politics must be. Willing hands refuse to be idle. Though neutrality imposes certain limitations, women are finding ways and means to give their services as well as their sympathies. They're getting into the uniforms of the "Grey Ladies" or "Nurse's Aid." They're forming "Motor Corps" (supplying their own cars, gasolene, uniforms, equipment) to meet incoming boats and take refugees or survivors (such as those from the *Athenia*) to destinations. They're rolling bandages, sewing surgical garments, knitting blankets, collecting clothes for evacuated children, and raising funds—and more funds.

Many are getting back into harness as they did in 1914. Mrs. August Belmont, who did so much in the last war, is back in action making appeals for Red Cross funds. Mrs. Edward B. McLean has turned the ballroom of her Washington house over to making Red Cross surgical dressings. Mrs. Ector Munn is digging up funds here in America for the "Colis de Trianon," the organization headed by the Duchess of Windsor and Lady Mendl for the purpose of supplying *poilus* with packets. Three days a week, the members of the French, British, and Polish embassies meet at their respective embassies in Washington and sew or knit for their own soldiers. The daughters of the U. S. Ambassador to Japan, Joseph C. Grew, Mrs. Cecil T. F. B. Lyon and Mrs. J. Pierrepont Moffat, do hours of Red Cross work.

Miss Anne Morgan's famous organization, American Friends of France, which for twenty-two years has done unceasing civilian relief-work in France, is leaping to the immediate emergency by transporting civilians in the French danger zone to places of safety. Helping to finance it here (it takes about \$2500 to equip for six months one ambulance unit with motor, driver, stretchers, nurse, medical supplies, food, and blankets) are women from all over the country—among others, Mrs. Henry Field of Chicago, Mrs. Robert Bliss and Mrs. Dwight Davis in Washington, Mrs. Miles White in Baltimore, and Mrs. Henry Sharpe in Providence.

Under the name "Le Paquet Au Front," Mrs. Seton Porter is packing kits to send to the French soldiers. By the time this is published, she expects to have five thousand kits on their way. Each kit is packed with comforts: sweater, shirt, gloves, handkerchief, socks, pipe, tobacco, cigarettes, soap, towel, and chocolate, and they go (Continued on page 106)



"for the  
benefit of"...



Mrs. Edward B. McLean, her uniform half concealing the Hope diamond

Mrs. Hugh Wilson, Mrs. H. A. C. Rumbold, Mrs. L. C. A. St. J. Curzon-Howe, and Mrs. Hare Lippincott doing Red Cross work







KARGER-PIX

Miss Mary Sheridan and Mrs. Charles C. Glover measuring surgical dressings at the Washington Red Cross

## Washington women engaged in Red Cross work

Countess W. van Rechteren Limburg, of the Netherlands Legation



Mrs. Cecil Lyon and Mrs. J. Pierrepont Moffat, daughters of the U. S. Ambassador to Japan



Mrs. John W. Hanes, wife of the Under Secretary of the Treasury



Mrs. Rodgers Barker wearing the Red Cross Motor Corps uniform







## THE LADY WHO CAME TO DINNER

In a draped dinner-dress—the slim sort equally good at home or in a crowded night-club. It's of slithery black silk-and-rayon jersey—and a good, good dress for a price of about \$40. Jane Engel

In a princesse dinner-dress—its simple lines outstanding against any décor.

Black Crown Tested rayon satin. Gilt corset hooks fasten it. Around \$45 at Russeks; Marshall Field





In a basque dinner-dress—one that relies, for impact, on its beautiful flowing lines and brilliant embroidered-on necklace. Of soft grey crêpe. Priced about \$85; Bonwit Teller; Bullock's-Wilshire

In a mediæval dinner-dress—with a perfect across-table neck-line, deep and square. Black wool with shiny, beaded pockets. Around \$110; from Rose Amado; Blum's-Vogue, Chicago





NYHOLM

# "Cream or lemon?"

ALICE DUER MILLER'S TABLE, READY FOR A QUIET TEA



HORST

MRS. T. SUFFERN TAILER SERVES AFTERNOON TEA IN HER CHARMING LONG ISLAND HOUSE





MRS. GROVER C. LOENING AT HER TEA-TABLE

## Five o'clock tea— steeped in gentle tradition— flourishes again

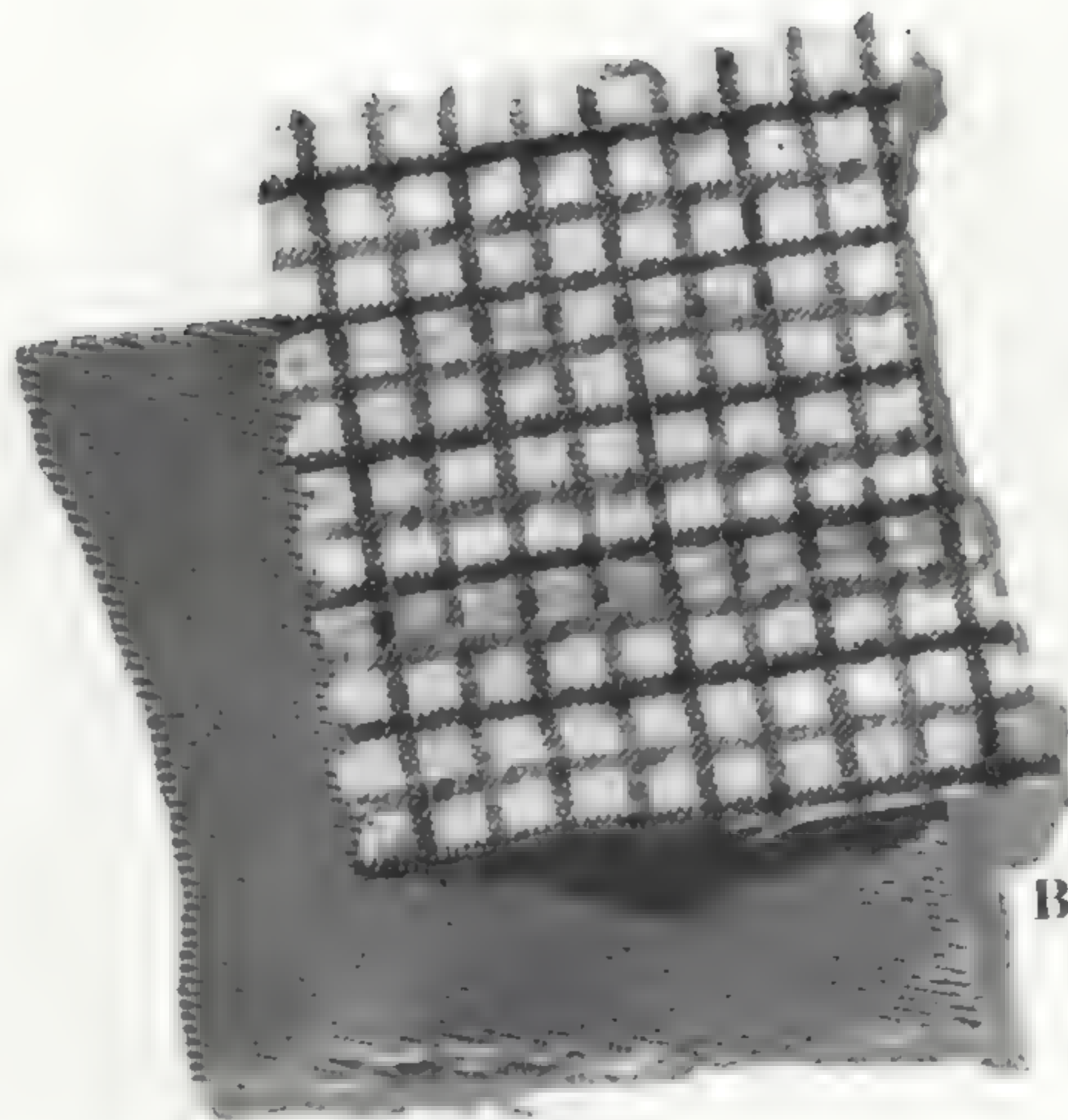
WHEN a hostess says five o'clock tea these days, the chances are that she means tea. And even when she says cocktails, she frequently serves tea for those who may prefer it. And apparently more and more people do prefer it. For tea-services are in use which have been packed away in silver closets for years; the virtues of various blends of tea are a topic of conversation, and the tea-hour comes into its own again. In a season that alternates hectic gaiety with a burning desire to "do something," the warm friendliness of an open fire, and tea with friends seems suddenly something to be especially cherished.

On these pages, you see Mrs. T. Suffern Tailer and Mrs. Grover C. Loening at their tea-tables, photographed in their houses on Long Island. The small photograph shows a more intimate tea-table, charmingly set for three guests who will be entertained by the novelist, Mrs. Alice Duer Miller, in her New York apartment. Her table reflects a liking for variety—there are seven patterns in silver, two in china, happily combined.

These three smart women all use silver tea-pots, all like to make their tea themselves. All three have caddies to measure the standard formula—one teaspoonful of tea-leaves to each cup and one extra for the tea-pot. (Some women prefer china tea-pots, and some have their tea brought in already prepared.) Mrs. Miller always serves the flowery blend of China teas known as "Earl Grey." Mrs. Loening is devoted to Lapsang Souchong, the smoky, dark China tea of the same blend that Mr. J. P. Morgan uses—and likes to give to his friends for Christmas.

Mrs. Miller has hot muffins brought in, and offers her guests also thin-sliced bread and butter and jam, sandwiches, and cookies. Mrs. Tailer likes to serve watercress sandwiches, sugar cookies, and cake. Mrs. Loening's tea menu includes English muffins and jam, sandwiches, and chocolate-cake. Another hostess always serves marmalade toast rolls, slicing bread thin and curling it up into rolls to be toasted with the marmalade inside. Another good idea is a marvellous version of the always popular cinnamon toast. (Continued on page 107)





Turn these fabrics into these clothes —



A—Turn that new striped seersucker above (grey, red, white) or the chintz (red and white) into this play-suit with front-pleated shorts. It has a skirt, too. Design 8555

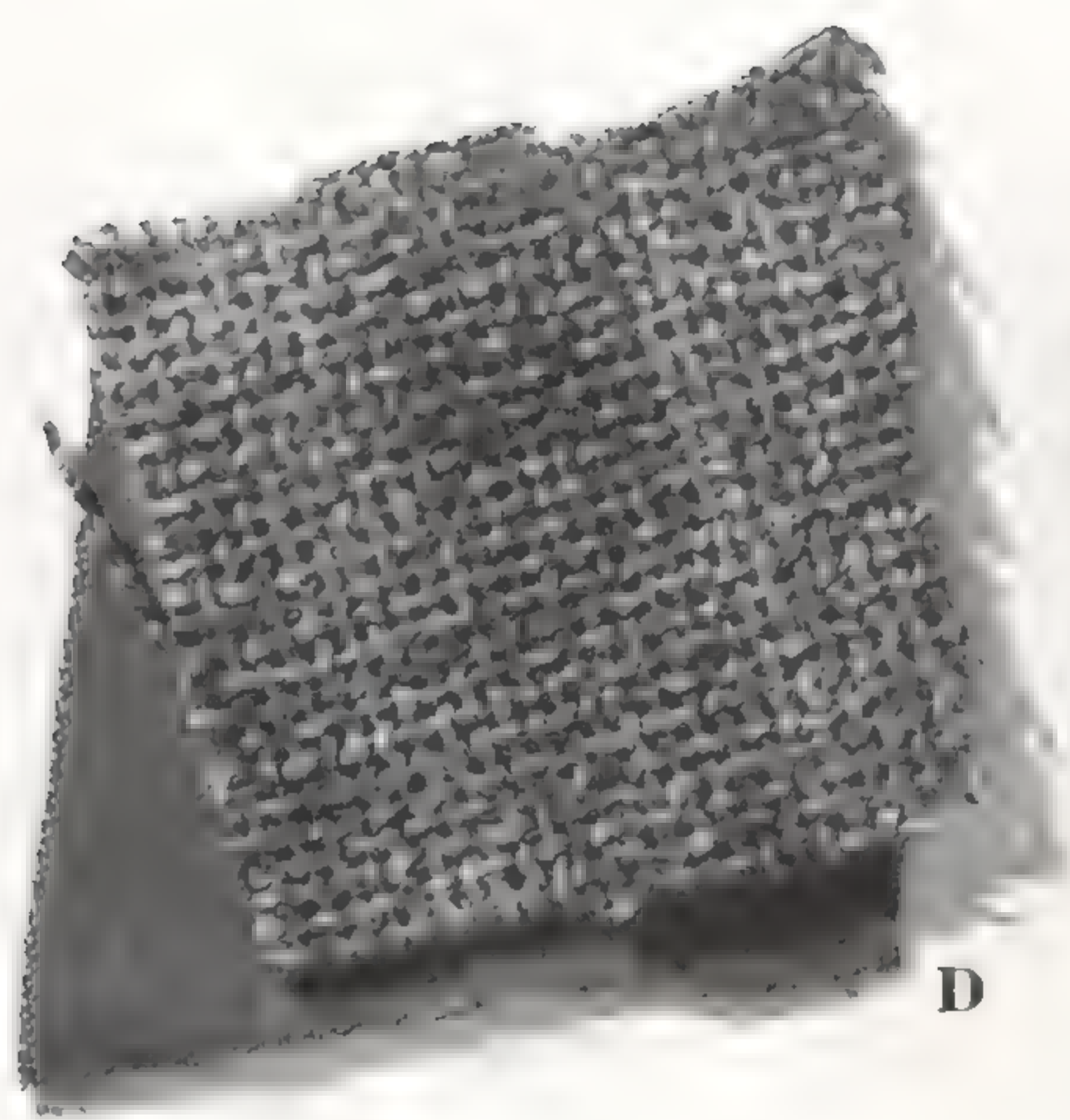


B—Turn tan in this bare-waisted sun-suit, using the seersucker above (red, blue, and white) or the rayon sharkskin with a new twill weave. Bandeau, shorts. Design 8552

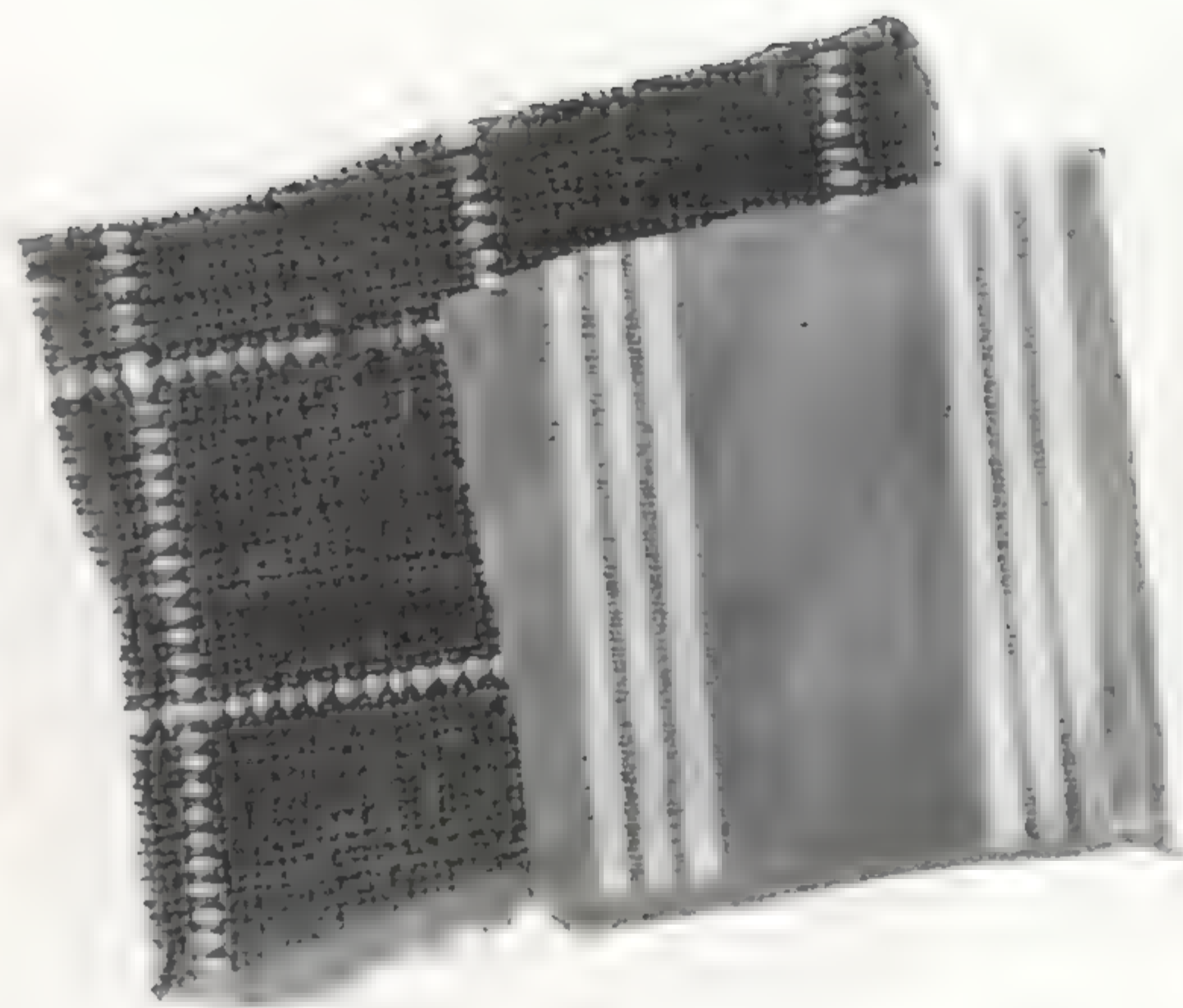


C—Turn some pretty pleats for Palm Beach—make this dress of jersey-surfaced rayon crêpe (hearts and dots) or the silk print with French soldiers. Design 8560

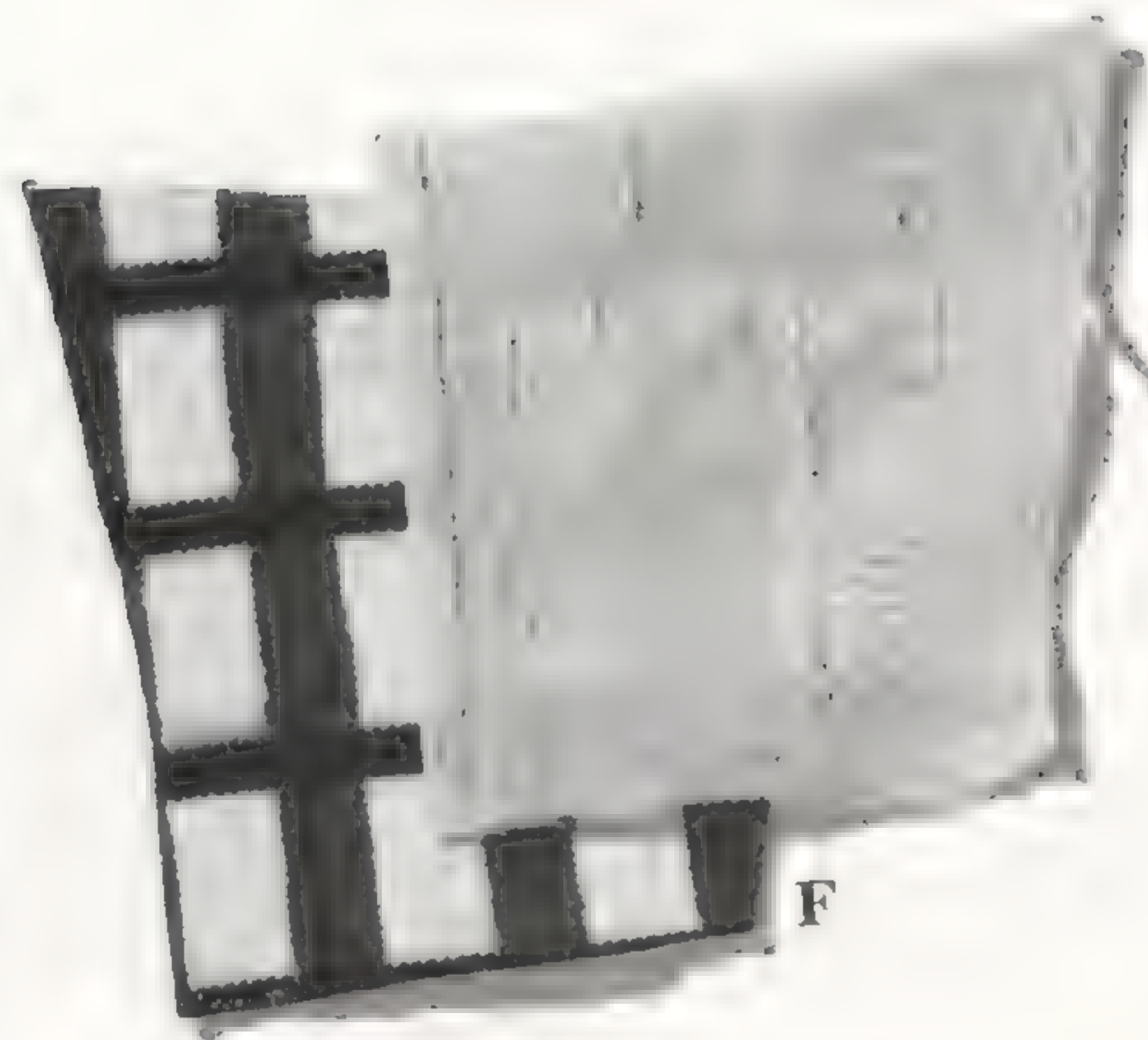




D



E



F

*then turn your back on winter*



D—Turn tailor—make your own slacks. Fireman-red rayon gabardine isn't too bright; neither is orange-and-green spun rayon. Slacks, Design 8553. Shirt, 7664



E—Turn yourself out a fine figure on the beach in this princesse-gored play-dress. You see, above, a striped cotton broadcloth, a sheer linen tweed. Design 8554



DESCRIPTIONS OF FABRICS AND BACK VIEWS ON PAGE 90

F—Turn your old friend, the shirt-waist dress, into something very new—use that vivid rayon jersey plaid, or the shell-pink rayon shantung above. Design 8562

*Designs for dressmaking*



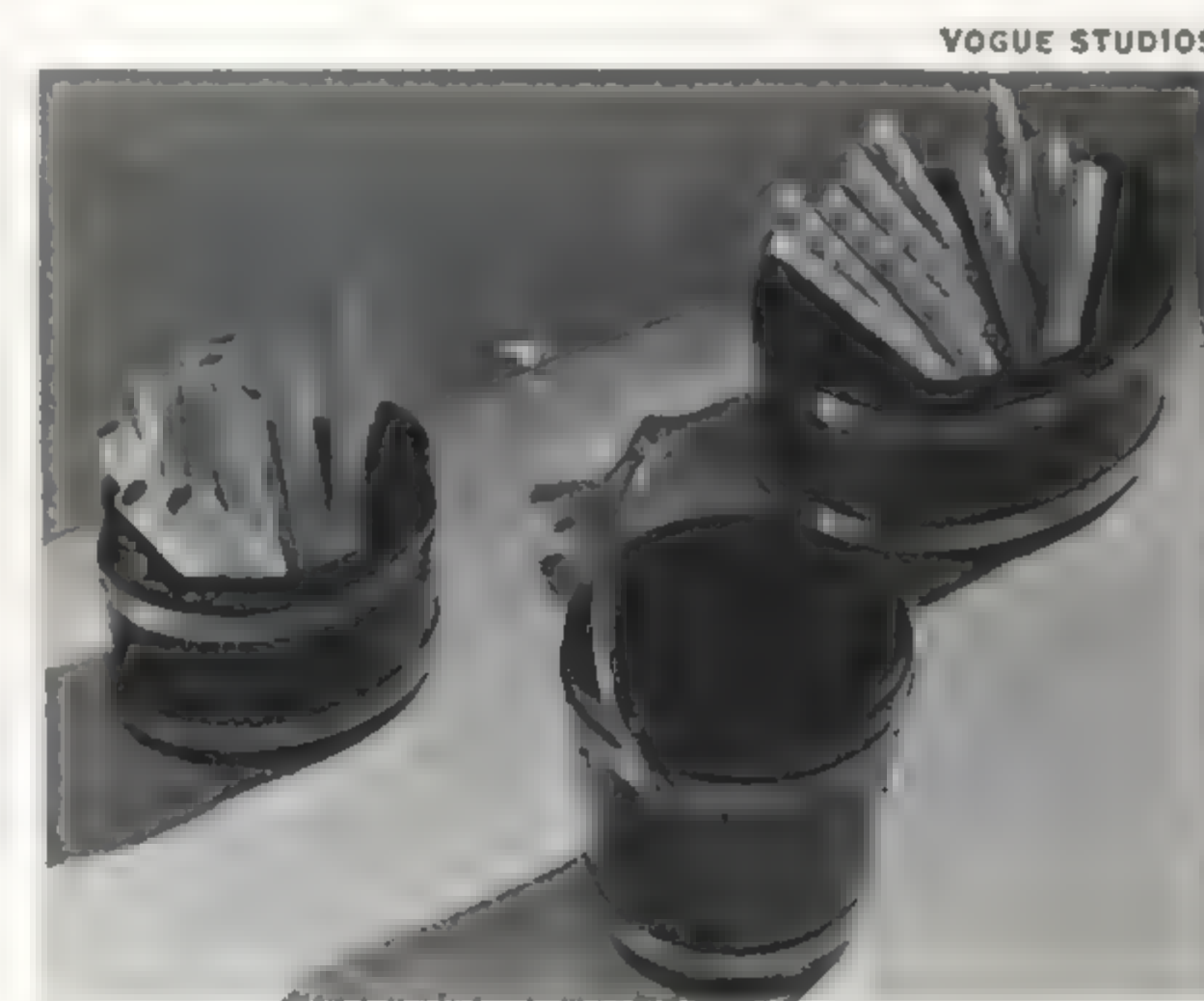


# Shop-hound Gives Thanks

If you celebrate in the true gourmet's Thanksgiving tradition, you'll love the Stoney Water Conserves made by Mrs. Louis Untermeyer, the poet's wife, while your favourite modern poets wander in and out of her kitchen, tasting and sighing. They're all made from old Russian or Southern recipes, translated by Janie, her famous Negro cook. "Cerise Royal," of black cherries and almonds with rum and spice, should enslave you. Many others, in beautiful hand-made pottery pots in turquoise, lapis, or butter-yellow; about \$1 a pot, in sets of three or six. Write to Elizabethtown, Essex County, New York.

Thanks to Nelson-Hickson for opening a budget department where you can buy a hip-length guanaco jacket for only about \$50. And where you can choose from practically every known fur at satisfyingly low prices, which this shop has never dreamed of before. A full-length black caracal swagger coat costs \$250 or so. And there are nice, fitted, black cloth coats for around \$50. Also in this third-floor department, you'll find a collection of inexpensive hand-bags, starting at approximately \$5, and some hats that begin at around \$8, which should leave some cash over for buying Christmas presents. Will wonders never cease, at 9 West Fifty-Seventh Street?

The little mahogany bucket and tubs shown at the right have a fine blend of hospitality and elegance. They're faithful copies, brass bindings and all, of some old English ones discovered by that sleuth, Alice H. Marks. As you can see, they make beautiful cigarette-carriers. The bucket sells for around \$9, and the oval tubs for about \$8 apiece. At 6 East Fifty-Second Street.... So much for cigarette-tubs. Pipe-smokers will be glad of Tripler's pigskin tobacco-pouch, shaped like a coin-purse, and lined with oiled silk. It costs about \$3.50. For the same price, you can get the same pouch of tie silk, and buy a tie to go with it while you're there. Around \$2.50 each for the ties. There are ten different colour combinations of stripes to choose from. This should make many men happy. At 366 Madison Avenue.



For your flag-waving, do it straight from the shoulder or, better still, your lapel. You can either wear the little button at the far left, or the larger clip. Less than \$3 for the pin; less than \$4 for the clip, and, of course, they are both made of red, white, and blue glittery stones. They may be bought at Macy's Little Shop.... And there's more flag-waving going on at Elizabeth Hawes' shop. Her red-and-white faille suspenders and a necktie go absolutely giddy, with a silk ribbon shield of the stars and stripes sewed on each of them. *Very* gay, for not-every-day use. We can think of a lot of people, male and female, we'd like to give them to. You'll pay about \$12.50 each. Incidentally, there are lovely, bright-coloured suede suspenders here, too, at 21 East Sixty-Seventh Street.

We were going to keep still for a minute about Christmas, but the wrapping department of Lord and Taylor is really something to be thankful for, so we'll give it to you now. They have unified wrapping-paper, ribbons, gift cards, and seals, all of matching designs or colours. Whatever your tastes, you should be able to find what you want; bronze zebra stripes for modern elegants, Angels on horseback for any one with a heart, toys for children, even poinsettias, not for us, but for the many people who like them. The paper averages thirty-five cents a package, and the other trimmings very little. Lord and Taylor also have their own line of Dorothy Simmons cards. She never seems to turn out a dud, but this particular group looks better than ever to us. You had better order them pretty soon if you want to have your name printed on them. And we feel that they are worthy of bearing your name, too. (Continued on page 100)





# "PEPPER-Y POT PIPING HOT"



The pepper pot woman's cry echoed through old Philadelphia's quiet, tree-shaded streets. Colonial housewives hurried to their doorways, tureen in hand. And then and there an American tradition of good eating had its beginning.

The vendor and her cart have gone, along with the fragrant steam of the kettle over its little charcoal fire. Campbell's have taken over her task. Today they bring you Philadelphia Pepper Pot as delicious as in the days of William Penn. They make it the good old Colonial way—of tender meat, diced potatoes and carrots, hearty macaroni dumplings. They season it with black peppercorns, parsley, sweet marjoram and savory thyme. "Pepper-y pot, piping hot!"—here it is—an old-fashioned soup to give fresh zest to new-fashioned meals.



Through more than 150 years this fine old Staffordshire tureen has served good Philadelphia Pepper Pot . . . and it still does!—with Campbell's help.



LOOK FOR THE RED-  
AND-WHITE LABEL

**Campbell's PEPPER POT**  
A Man's Soup



## FABRICS UNDER THE SUN

WHEN you turn towards the South and the sun, these are the fabrics...and the colours...that you'll wear to play in. (Pages 86 and 87 show some swatches—and appropriate Vogue Dressmaking Designs.) You can indulge in all the brightness you want—red especially (a clear, honest red) is one of the season's darlings. And all the blues go on forever. In the quieter shades, grey, brown, washed-out khaki, and beige are especially smart. White is still gleaming everywhere.

Patterned fabrics are neat and orderly—precise geometrical plaids, checks, and stripes. Besides your old favourites—seersucker, sharkskin (in new weaves), shantung—there are lots of new linen tweeds and crêpe linens. And rayons as rough and rugged as if they had been intended for your husband's slacks.

FABRICS A—for your play-suit (Design 8555): Ameritex seersucker—woven with grey, red, and white stripes. You can count on it to stand up under the wear-and-tear of sporting life. Lord and Taylor is the place to find it.

Cyrus Clark's bright red-and-white upholstery chintz is another of the rugged fabrics. They call it "Everglaze"—which means that the finish is permanent, regardless of frequent tubbings or cleanings. This, too, is at Lord and Taylor—in the drapery department.

FABRICS B—for your sun-suit (Design 8552): Another seersucker—this one is a woven Tattersall check...clear red and blue on white. An Everfast fabric. You'll find it at Macy's.

The white rayon sharkskin—with a new twill weave—is a Cohn-Hall-Marx fabric...and the kind you can

count on to stay white through sun, wind, and water. Macy's has this, too.

FABRICS C—for your pleated dress (Design 8560): Sky-blue and white Celanese rayon crêpe—with a smooth, jersey-like texture. Printed with hearts within coin-dots. From Altman.

Alternative: Tissus Haute Couture silk crêpe—printed with French Colonial soldiers of the Third Empire—in red, blue, and white. (The military influence shows up in all the resort clothes this season.) This, too, is at Altman.

FABRICS D—for your shirt-and-slacks suit (Designs 7664 and 8553): The very fine texture, the very red red make this gabardine something very different for active sports clothes. A new Crown-Tested Rayon fabric.

St. George Cloth is the name of this rough-textured, open-weave fabric, made of cotton and Du Pont spun rayon...with flaunting orange and green stripes. It's at Altman.

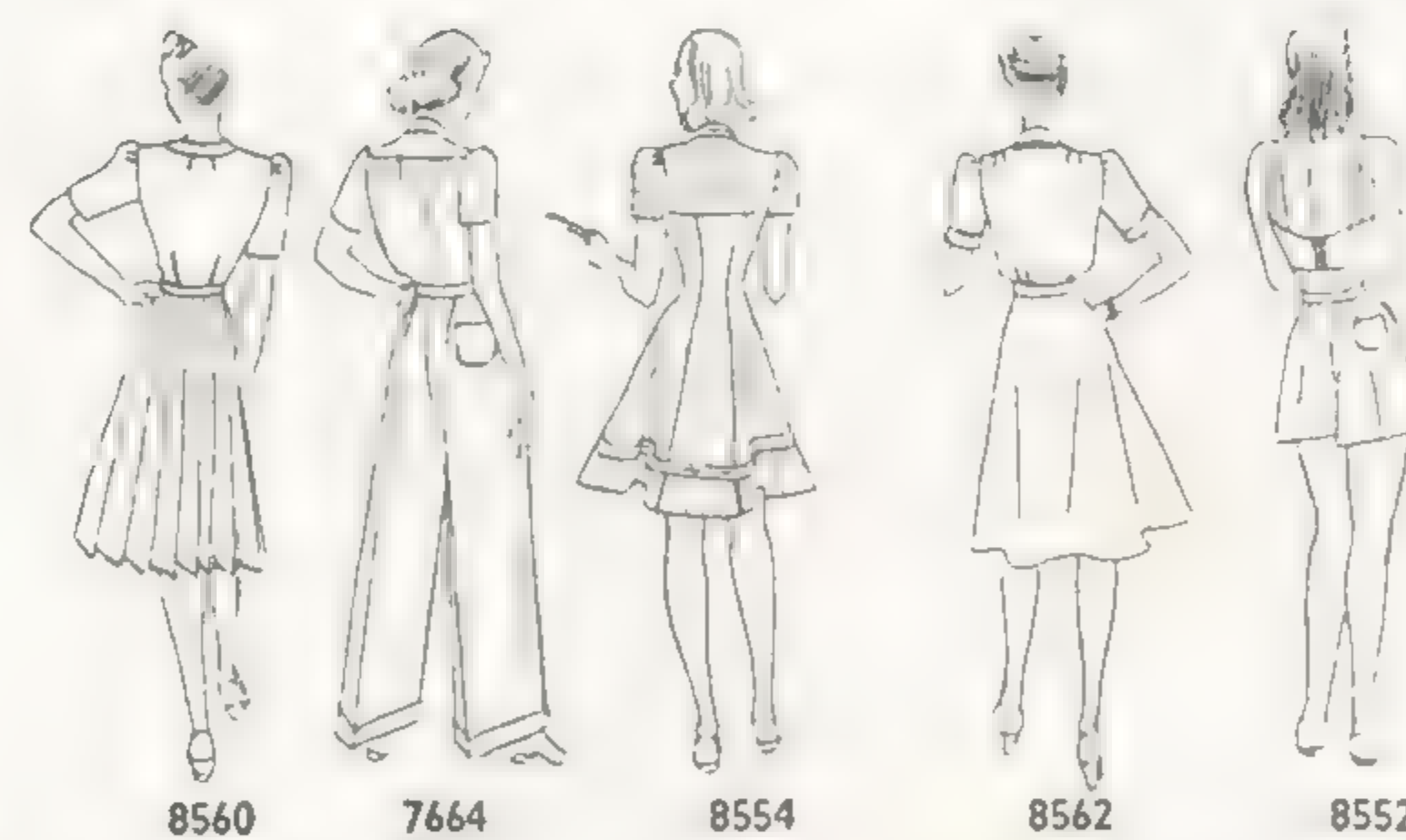
FABRICS E—for your play-dress (Design 8554): Sanforized-shrunk cotton broadcloth...light blue, group-striped in white. You can find this Peter Pan fabric at Macy's.

Extra-sheer line-checked linen tweed—white on a turquoise-blue that's the colour of Bermuda waters. A McBratney fabric.

FABRICS F—for your shirt-waist dress (Design 8562): Vivid jersey plaid—bright green and navy-blue on white. Made from Enka Rayon yarn. A William Heller fabric. From Macy's.

Eastman Acetate rayon shantung—shell-pink—made by Hess Goldsmith. The kind that washes and washes and washes. At John Wanamaker.

## DESIGNS FOR DRESSMAKING



Here are the back views of the Vogue Designs for Dressmaking shown (with some fabric suggestions) on pages 86 and 87. They are designed for sizes: 8552, "Easy-to-Make," 8554, 8555, "Easy-to-Make," and 8562, in 12 to 20, 30 to 38; 8560, in 12 to 18; 30 to 36; 7664, "Easy-to-Make," in 12 to 20, 30 to 42; and 8553, "Easy-to-Make," in sizes 25 to 32 waist

## First Impression

—the inimitable grace of baummarten over the exquisite simplicity of a Stein and Blaine original

Stein & Blaine

13-15 West 57th Street, New York

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 114.



**MEET THE HOLIDAYS WITH THE**

*most glorious permanent you ever had!*

*Rilling*  
**KOOLERWAVE**  
**METHOD**

Ask your hairdresser for a  
"Pre-Treet" Permanent using  
Rilling Koolerwave Method.

Lovely permanents like these  
will add glamour and intrigue  
to your holiday coiffure.

**COOL! QUICK! COMFORTABLE! *and smart!***

Rilling Koolerwave is the new machineless permanent that smart shops from coast to coast are featuring for the holidays. ★ *A cool wave* . . . you can actually touch the heater to your hand. *Quick and Comfortable* . . . the heating time is only 6 minutes. *And the result* . . . lovely, lustrous hair with strong soft waves and curls, alive and vital. ★ The ideal wave for the longish bob, and equally smart worn high on the head. ★ The new "Pre-Treet" wave treats the hair immediately before Koolerwaving, and insures "a lovelier permanent." Moderately priced.



SMART BEAUTY SHOPS FROM COAST TO COAST ARE FEATURING THE NEW "PRE-TREET" PERMANENT



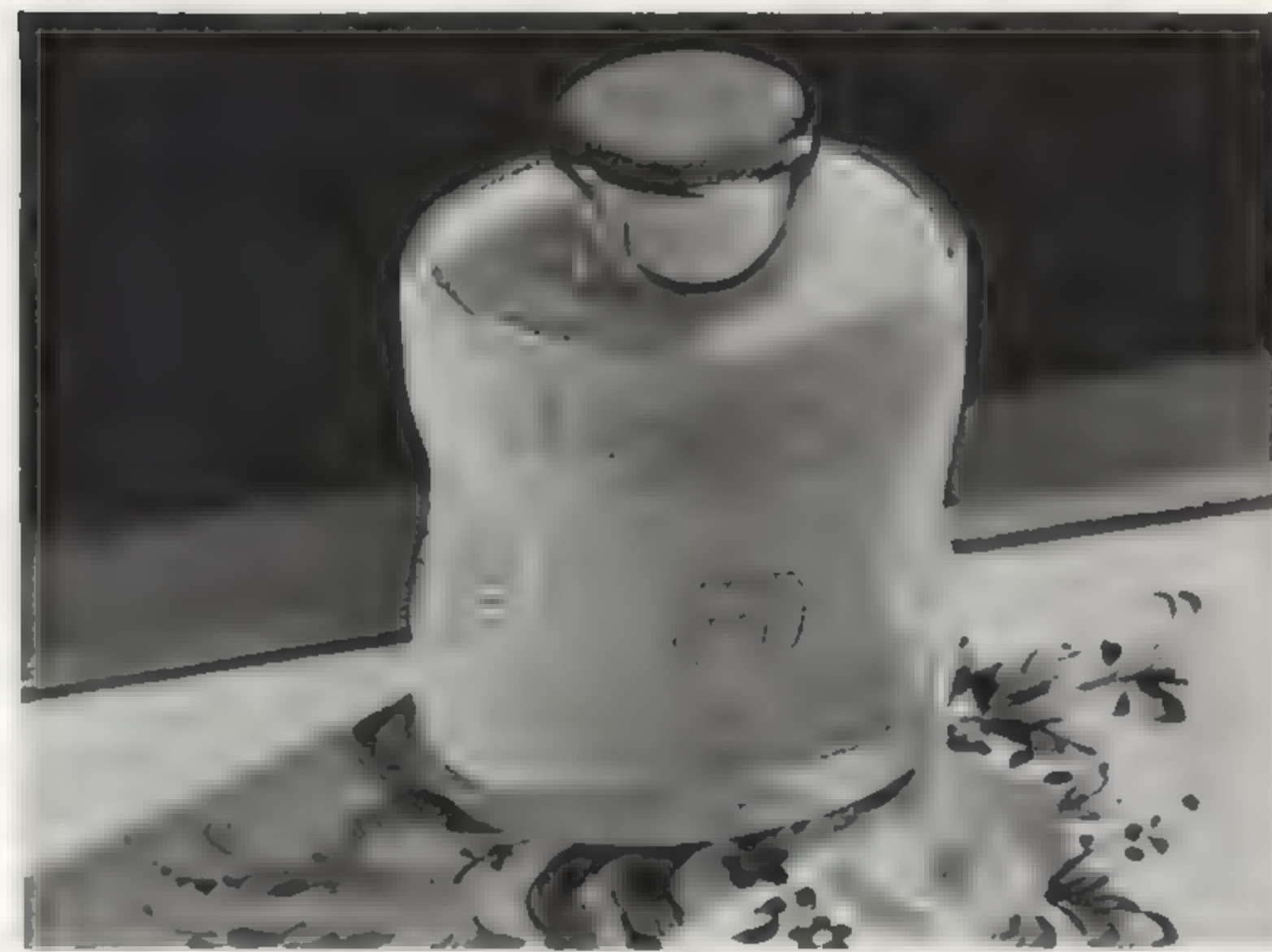


HENRI BENDEL PERFUMES AND  
TOILET WATERS ARE AVAILABLE  
IN ELEVEN EXCLUSIVE FRA-  
GRANCES...NOW IN FINE SHOPS  
THROUGHOUT THE COUNTRY.

**Henri  
Bendel**  
10 WEST 57  
NEW YORK

Brochure illustrating Bendel Beauty and Bath Preparations sent on request

## DISCOVERIES IN BEAUTY



This squat, gold-capped bottle, with a grippable middle, holds Frances Denney's "Under-tone," a double-purpose liquid that brings out the luminous quality of your skin. Especially prepared for dry skins. See the text below

OH, we admit you've been doing very nicely with all the fine complexion subterfuge extant to-day. No one disputes that you can lay on paint and powder with a natural grace and artifice that is charming to behold. But, this winter, you've got to go one layer deeper than your powder—and a foundation becomes the most important factor in your make-up. For suddenly, fashions and colour have turned a vindictive search-light on your face, reaching through your "rachel film" and exposing the undertones of your skin. Refusing to be dimmed out by Robin Hood reds and billiard-greens is not merely a matter of a competitive lipstick. And to combat the thunderous, off-shade colours you'll need a fundamentally clear, vital-appearing skin, to start with.

Realizing the importance of an adequate foundation, Frances Denney has created a preparation called "Under-tone," which strives to serve a two-fold purpose. Not only does it act as a transparent, adherent make-up base, but it also tends to soothe and smooth your skin to boot. Your face feels silky, freshly moist—and while Frances Denney is primarily interested in the effect it has on your skin, we are hoorahing about a really fine foundation, which is a protection for your skin, as well.

A good many of us (and this proves how long a prejudice can hang over) who remember the "vanishing creams" of our youth as a cross between soap and beaten-up egg-white will confound that prejudice once and for all and cease murmuring about "drying effects," "stiffness." (And it's high time, too.)

The creamy consistency of "Under-tone" is a boon to all dry skins. If applied regularly before exposure to the elements, it will help to eliminate that flaky, scaly look. It is handsomely bottled and comes in three skin shades—"Soft," "Deep," and "Brilliant"—to accent various skin colourings.

VOGUE STUDIOS



"Emef" perfumes direct from Rome, packaged simply in square-cut bottles. The set holds "Argento," "Scherzo," "Arabesque," and "Roma Antica." All are subtle, distinguished blends, and thoroughly sophisticated; Altman



ANTICIPATION



FIFTEEN DOLLARS • THIRTY-FIVE DOLLARS • SIXTY DOLLARS

parfum ravissant

de

Lenthéric

245 RUE SAINT-HONORÉ • 761 FIFTH AVENUE



# Caracul

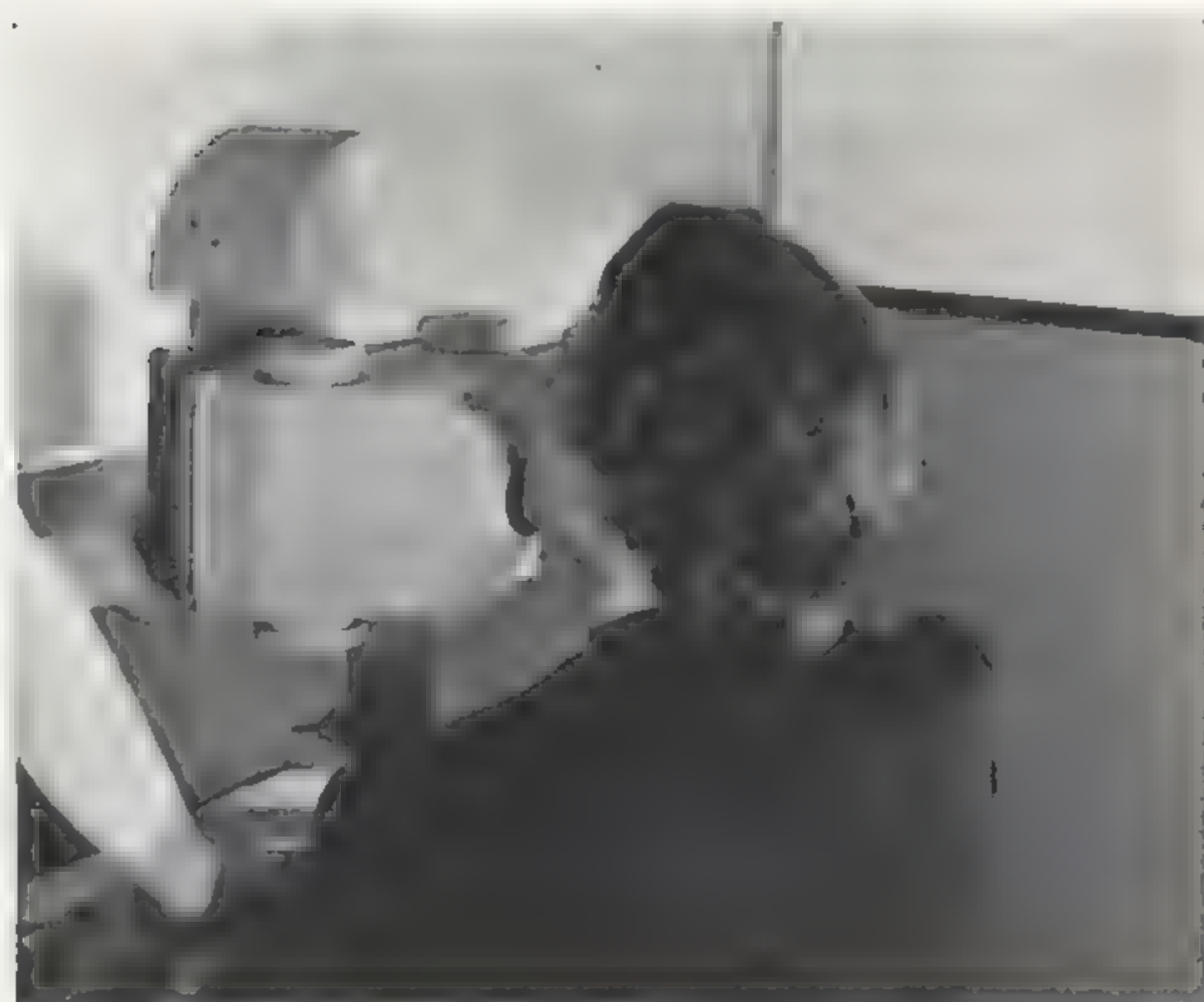
by Gunther

This season, with its return to elegance, sees inky black caracul taking first place in fashion. Gunther have developed this svelte fur in almost every conceivable type of coat—casual loose-back models, slender fitted masterpieces, young straight box coats, coats with collars, coats without, and such triumphs of distinction as this full length model of finest quality caracul with flattering full length revers of sable tinted baum marten.



666 FIFTH AVENUE AT 53RD ST., NEW YORK

## DISCOVERIES IN BEAUTY

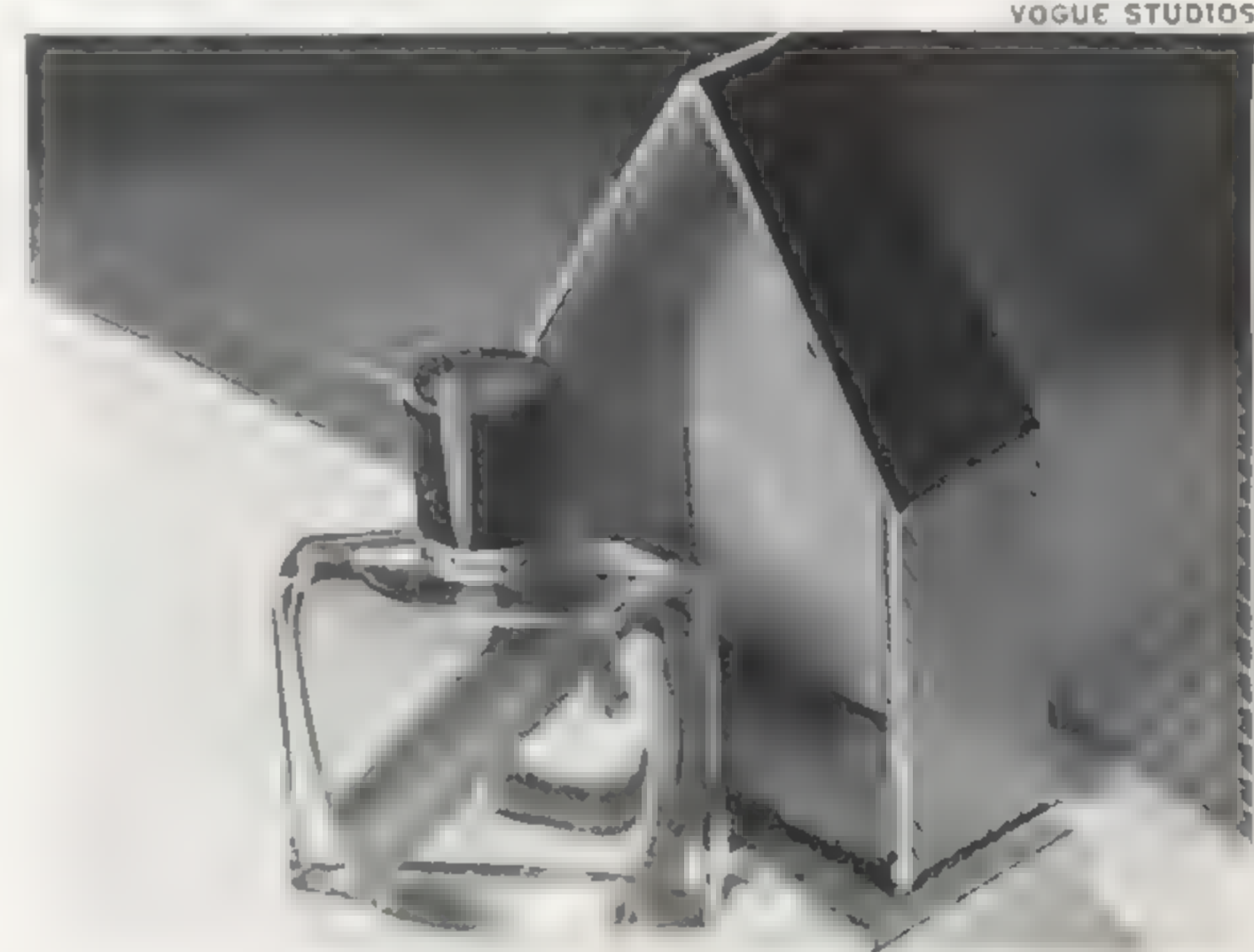


The operator's hand presses the switch on Dermetics' Projectoscope, and a magnified picture of your skin flashes on the screen. See the text below for details

THE position of the lady in the above photograph does not indicate a world-weary attitude. On the contrary, the lady nestling her chin against the machine is exploding fabulous numbers of brain-cells per second as she adds up the assets and liabilities of her complexion. A picture of her skin (enlarged twenty-five times, and in natural colour) is being projected on the little white screen, and, if you don't think that's a challenge to feminine vanity, you haven't tried it. The amazing pattern that appears on the screen looks like a relief-map of the Mississippi basin with all tributaries in spate—but it does a trick of convincing, and any blow to your vanity is soon forgotten in pure academic interest. It shows up every blemish (and the type of blemish, which is important), every discoloration, every enlarged pore opening—and indicates to both you and the operator the type of treatment best suited to your problems.

This candid machine is known as a Derma Projectoscope, and it is the property of the Dermetics Salon at 630 Fifth Avenue. The operator, viewing your magnified epidermis, analyses your imperfections out loud, and before your eyes, and follows up with a demonstration of what Dermetics consider the correct régime for you to follow. As you probably know, they work on the adsorption theory and claim their hydronized oils draw impurities from the skin. All their preparations are liquid in form and light in texture and intended to do away with all possibility of smothering the surface of the skin. They include such provocative titles as "Soil Adsorbing," a cleanser; "Blushing," which does things about drawing out impurities beneath the surface; and "Complexion Dress," a protective covering for your freshly-clean skin.

The sound feature of all this business is to teach you about your own skin, to let you actually see all or any improvements during the up-hill climb, and to give you instructions for proper use of the preparations at home. Besides which, it is really fun to go into the salon after two weeks of routine and re-view your skin through the Projectoscope. Seeing the results with your own eyes is beautifully convincing.



The sentry, escaping from his guard-house, holds a brand-new perfume, called "Dress Parade," by the house of Solon Palmer. Franklin Simon has this



# Shocking de Schiaparelli



parfums schiaparelli • new york • paris • london



• STA-UP-TOP LE GANT • STA-UP-TOP LE GANT • STA-UP-TOP LE GANT

# LE GANT\*

## "STA-UP-TOP"\*

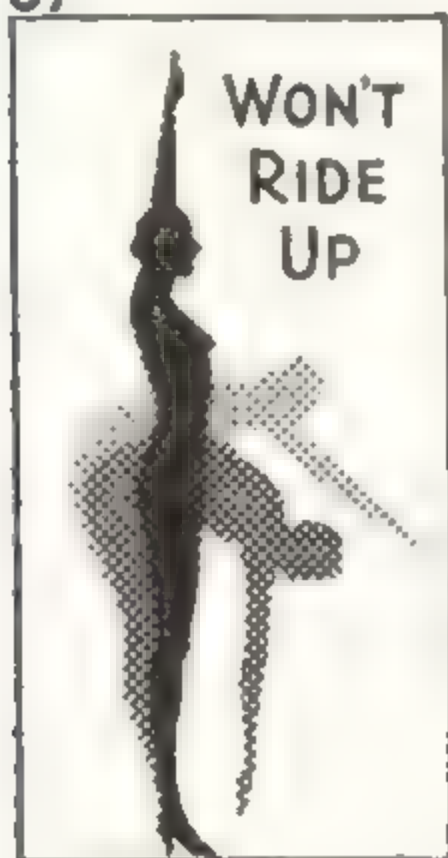
Pat. No. 2,136,742



BY  
REDFERN

**"I like this 'Sta-Up-Top', dear. It slims my waist and feels so comfortable!"**

**"You see, Mother, Le Gant really is different . . . it has the comfort of elastic with the control of cloth."**



\*Reg. U. S. Pat. Off.

## At Better Shops

**"Sta-Up-Top" and other Le Gants, \$5 to \$35**  
(A'lure, the s-t-r-e-t-c-h-a-b-l-e bra, \$1.50 to \$5)

**Write for illustrated booklet—"Recipes for Figure Beauty"**

**The Warner Brothers Co., 200 Madison Ave., New York, N. Y.**  
In Canada, Parisian Corset Mfg. Co., Quebec

## FUN TO KNIT—FUN TO WEAR




This is a year when hoods are everywhere. Renée Hall designed this one that you can knit yourself—on a jacket-like sports sweater you'll wear for skiing, skating, or just watching. Make it of tan wool Fuzette—when you've finished the sweater, brush it to bring out the nap, so that it looks like soft camel's-hair. Knitting directions and yarn can be obtained from Macy's. Or, for directions only, you can send a stamped, self-addressed envelope to Vogue

Half-and-half dresses, half-and-half coats—and now a half-and-half sweater—buttoned front and back, so you can make the halves of different colours—echoing those of your mixed tweeds. You might even knit an extra half of still another colour—just for variety. Made of Columbia's chiffon Shetland yarn. Knitting directions and yarn can be obtained from Sara Hadley. For directions only, you can send a stamped, self-addressed envelope to Vogue







*Really who could blame him?  
Perhaps he did brush her hair  
with his lips while they danced...  
but her perfume whispered*

*mais Oui*  
But yes!



MAIS OUI pronounced MAY WE • the frankly flirtatious new perfume by

**BOURJOIS** NEW YORK

*Shirley*



Coty



CHYPRE • L'ORIGAN • STYX

Three Perfumes: each thrilling, alike only in that rounded grace that sets apart all the perfume blends by Coty.



# PORTRAIT BY ANDRÉ DERAÏN

By Frank Crowninshield

THE likeness of the Marquise de Sistro, on page 49 of this issue, is the eleventh canvas to appear in Vogue's "Portrait-Painters of To-day," a series designed to acquaint our readers with the work of certain internationally known portraitists. The series has already included significant portraits by such acknowledged masters as Augustus John, Savely Sorine, Simon Elwes, Diego Rivera, Dietz Edzard, Oswald Birley, Bernard Boutet de Monvel, Raymond Kanelba, Edward Murray, and Gerald L. Brockhurst.

André Derain is now in his sixtieth year and has, for half that time, exerted a strong influence on the development of French painting. Indeed he has often been referred to as the "balance-wheel" in the contemporary movement—a so-to-speak liaison officer between Cézanne and the younger and perhaps more rebellious masters.

His first affiliations were with the movement known as *Les Fauves* (the wild men), a group that included Matisse, Dufy, Segonzac, Friesz, and a few others. Such painters were thought "wild," in those distant days, because they had cast aside the tenets of the French Impressionists and forsaken exact representation in order to create pictorial equivalents for whatever in Nature chanced to whet their æsthetic appetites. But Derain, being a romantic, and not a theorist at heart, eventually renounced both Fauvism and Cubism, and has, since his secession, remained a painter of the visual image.

The fame that has come to him has been due to his mastery in many fields of art—in still lifes, nudes, lithographs, book illustrations, stage *décors*, water-colours, portraits, sanguine drawings, and, very notably, landscapes. A dozen years ago, his renown had already spread to America. In 1928, a still life by him, an ample and majestic study of game birds on a table (accomplished with the aid of great tubes of paint spread out with a somewhat lavish hand), was awarded the first prize at the Carnegie International Exhibition in Pittsburgh. (As if by coincidence, there is a large, brilliant, and effective nude by him in the "International" which is now current at Pittsburgh's Carnegie.)

## HIS RESPECT FOR THE PAST

As a young man, Derain was strongly attracted by some of the more classical French painters: Ingres, Courbet, Cézanne, for example, all of whose works he studied assiduously in the French museums. Even to-day he remains a devoted and incessant student of the past, his knowledge of classical painting being as profound as that of any contemporary painter, Picasso, perhaps, excepted. In this connection, Guillaume Apollinaire, as much as twenty years ago, said that "The art of André Derain is, to-day, so instinct with expressive grandeur that we might already call it 'antique.'"

Of all the painters of the past, Derain accepted Paul Cézanne as his true master, particularly in his (Derain's) landscapes, which trace back—

in their colour harmonies and architectural organization—to the great master of Aix. His palette, like Cézanne's, has remained an extremely simple one, almost as if resonant colour was, in reality, a secondary consideration with him. And like Cézanne, too, he is a slave to a gamut of browns, reds, greys, siennas, and every order of green.

But the note of austerity, so marked in Cézanne's canvases, is less evident in the works of Derain, for the reason that the directness and simplicity of his nature imbue his paintings with a quality that remains, for all its dignity, fresh, engaging, and serene. The note of youthfulness is also everywhere evident in it. Indeed, one might say that Derain, at sixty, is still painting like a man of twenty. And that appearance of youth and gaiety, so manifest in his paintings, is all the more remarkable since it was gained with the utmost difficulty, and only as the result of constant repainting, experimenting, and sighing because his ideal of beauty seemed so far from his reach.

His little portrait head, in this number, was painted, purposely, in two dimensions; that is to say, the image has deliberately been kept flat, a device employed by Derain in many of his most significant paintings, perhaps because the honesty and directness of his nature somehow render him a little suspicious of many of the easy and too alluring tricks of perspective.

## HIS HUMOUR AND INTERESTS

There is also an almost unknown phase of Derain's nature to which attention might here be called: his sense of humour. Supreme examples of this are to be seen in his illustrations for Oscar Wilde's *Salomé*—the book issued by the Limited Editions Club of New York. Certainly no volume of our day has shown a comparable gift for so fantastic, but, at the same time, so noble an order of humour.

Derain's interests in life have always been diversified. He is deeply devoted to music. He has made, like Picasso, Matisse, and Jacob Epstein, a surprisingly fine collection of old African sculptures. His interest in the stage has led to his designing costumes and *décors* for several plays and ballets, beginning with "*La Boutique Fantastique*," which he designed for Diaghilev.

He loves flowers and paints them with a hand as loving, and as knowing, as Manet's. He is the author of numberless lithographs; and he remains, with Picasso, Segonzac, Rouault, and Dufy, one of the five master illustrators of our time; witness the books he has illustrated (some of them for Vollard), by Guillaume Apollinaire, Max Jacob, André Salmon, Charles Baudelaire; the *Fables* of La Fontaine, and the *Satyricon* of Petronius.

The subject of Derain's most recent portrait—a work created four years later than the likeness in this issue—is Miss Caroline Bergh, of New York, who has explained that she was almost as impressed by the artist's humour, sympathy, and engaging personal quality as by his amazing gift for painting.



Hat by Vogue Hat Co.

## DRESS OF THE MONTH\* IN *Celanese* RAYON JERSANESE\*

Perfect for Florida and divine under Winter coats. A dress that gives your waist a newly corseted look. A fabric of such flowing beauty that *Matalay* has draped and shirred it into one of the smartest casual dresses of the season with a yoke treatment that circles the shoulders.

In beige, spanish red, gray and pottery blue. Sizes 10 to 18. \$22.95

\*Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY



# Crêpe de Chine



## Récital

### F. MILLOT

P A R F U M E U R  
NEW-YORK PARIS LONDON

MADE, BOTTLED AND SEALED IN FRANCE

## OUT OF THE MOUTHS OF BOTTLES AND TINS

By Bertina Foltz

WE have little patience with people who regard food and drinks that come out of tins and bottles as emergency measures only. The discerning hostess is always the one who treats her carefully chosen bottled and tinned supplies with the same tender solicitude that she accords the choicest stuff from her markets and gardens. She creates her own *spécialités de la maison* with these foods and drinks. She sees to it that a touch of this or that is added; that a felicitous combination is evolved; that individual points of service are developed—creating the flair that distinguishes fine food and drink wherever you find it.



a slice of lemon over the black bean. The Bon Vivant onion soup includes both sherry and Chablis, which proves delicious, and these makers are responsible for the first Vichyssoise we ever encountered in a can. Sprinkle finely chopped chives over this one or, if you can't find chives, use the green parts of tiny white onions and fool your public.

Before you put sherry, or anything else in your soup, there is the matter of the cocktails you serve before it. One of the most pleasant and expansive gestures a host or hostess can make is to say—"What kind of cocktail would you like?" If you can ask this and *mean* it, no matter how many guests and how different their preferences, you really make everybody happy. And you can accomplish it beautifully, without preliminary arrangement or fuss, by means of bottled cocktails.

### COCKTAILS THAT COME READY-MIXED

A supply of Heublein's Club Cocktails at hand makes you practically as well equipped as that wonderful man, Hoffman, who turns out any drink to order in front of the bewildered audiences of "The Streets of Paris." He produces all his drinks from one shaker, and your Heublein's come out of different bottles, but the result in versatility is practically the same.

Heublein's are those cocktails made of fine liquors and blended by a master hand. You don't add anything to these drinks, because they are mixed precisely in correct proportions. They do, however, allow for a certain dilution with ice, which means that you use finely cracked ice, and the stirring or the shaking is to be done vigorously, which is one of the prime rules of good cocktail mixing anyway. (This also means that you get more cocktails out of a Heublein bottle than you expect when you buy it.)

When you realize what an asset you have in this array of drinks-to-everybody's choice, the thing to do is to give them a perfect background. Use a huge tray or a folding bar table for all your equipment. Have one shaker for stirring, another one (non-leaking) for shaking, and a set of the little individual shakers so guests really believe you when you say they can have what they want. Keep Dole's pineapple sticks and a bottle of cherries on hand for Old-Fashioneds. This all gives an impression of lavish hospitality, even if you only have a kitchenette behind you.

Heublein's cocktails even include three va- (Continued on page 98)



Consider the matter of soups, for example. This discerning hostess, whom we have made our protagonist for matters of convenience, knows that she can get various kinds of soup in cans that are just as good, or better, than she can have made in her own kitchen. But with her hand-picked group of soups, she always lays in a goodly supply of sherry as a constant companion. Green turtle is one of the canned soups in the grand manner, and you can seldom get that except in tins or bottles. There is, of course, the true story of the little bride who had never concerned herself with affairs of the kitchen before she was married. Against the frantic pleas of the fishman, she demanded that a whole green turtle be delivered to her small kitchen, and, when it arrived, she blandly ordered her cook to make it into soup. She lost the cook, but she learned about cans, so even she came out on top.

### SHERRY IN THE SOUP

As to the sherry in this particular soup, most green turtle comes to you with sherry already in it, but many people like more. One pleasant way of providing for this at informal dinner-parties is to put one of a pair of small decanters at each end of the table. Guests add according to their tastes and love it.

Campbell makes a very fine condensed cream of mushroom soup, to be thinned with either milk or cream, depending upon the consistency you wish. A bit of sherry added is a nice surprise touch. Purée Mongol strikes an unusual note, and you make it by combining Campbell's condensed tomato and pea soups, topping it with croutons of bread which have been sautéed in butter and drained on brown paper.

Really superior onion soup and black bean soup are put up in cans, and you top these off with a slice of French bread and freshly grated Parmesan cheese over the onion variety, and grated hard-boiled egg and



# *How to keep your* **HANDS** *young* *as your face and figure*



**M**AYBE you don't have time for more than an occasional manicure. Maybe you're just too busy with club work or business or Junior. All the more reason for Revlon's Hand Sculpture Manicure, personalized to meet your individual needs.

## WHAT IS A REVLON HAND SCULPTURE MANICURE?

What happens to your figure when you get no exercise? It grows sluggish, doesn't it? What happens to your face when it gets no stimulation? It starts to look old. So it is with your hands. Your hands need moulding massage to keep them at their best. Ask your manicurist to tell you all about this new way to firmer, younger, lovelier hands. She will show you how and why Revlon's Hand Sculpture Manicures do help to make you proud of your hands. She will tell you, too, that Revlon Cream Nail Enamel is the overwhelming choice of her smartest clients because it wears so much better and the shades are *always* fashion-right. Visit your beauty salon today. Start now to keep your hands looking young as your face and figure.

# REVLON

## *Hand sculpture manicure*

AT FINE BEAUTY SALONS EVERYWHERE



Revlon Cream Nail Enamel,  
made of the finest ingredients  
obtainable...contains no ace-  
tone...won't cause splitting or cracking nails.

**FOR FRAGILE NAILS:** If you are bothered with fragile nails you, like many other smart women, may find the answer in Lactol, the exclusive Revlon nail normalizing treatment manicure.



THAT  
**"HOUR-GLASS LOOK!"**

is a matter of minutes  
 in FLEXEES new "SMALLWAIST"



"Tiny waistline, perfect bust, rounded hips" . . . says Paris. Months ago, our designers began working on a fabric that would give you this silhouette without lacings, heavy bonings or other forms of torture. Now, behold a new *Lastique* in which the "small waist" is actually woven! The mere flick of a Flexzip, and this magic material nips waist to true hourglass slimness...allows bosom and hips to curve with gentle femininity. Let the Flexees-trained corsetiere at your favorite store show you the miracles it will work for your waistline!

FLEXEES—417-5TH AVENUE  
 NEW YORK • TORONTO • LONDON

**FLEXEES**

TWIN AND SUPER CONTROL

THE WORLD'S LOVELIEST FOUNDATIONS

## OUT OF THE MOUTHS OF BOTTLES AND TINS

(Continued from page 96) rieties of Martinis—medium, dry, and very dry. This once solved a situation very neatly for a young man who liked everything about a girl except the insipid Martinis that she mixed for him herself, with evident, if misguided pleasure. He took her a bottle of very dry Martinis one night and has been getting perfect cocktails ever since. Probably they are married by now!

The latest Heublein cocktail to make its appearance is a Daiquiri. This is one of the varieties to be shaken, shaken, shaken with very finely chopped ice, and then wait to hear guests start comparing them agreeably with those drinks they had in Havana. If you have an electric shaker, and people who own them swear by them, here is a superb use for it. Other Heublein numbers you can include in your repertoire—beside the Martinis and the Daiquiri, are Manhattans, Bronx, Old-Fashioneds, Side Cars, Sloe Gin Cocktails.

When you serve a variety of cocktails, it is a smart gesture to do as well by one non-alcoholic drink as you do by your liquor. If it is tomato-juice, provide a shaker for it and add a little lemon-juice, celery salt, and a dash of A-1 Sauce or Worcestershire, and grind a few grains of fresh pepper from a wooden pepper-mill over each glassful. Non-drinkers will think of you tenderly ever after.

### CANAPÉS IN ORDER

If you offer a wide choice in drinks, it is a nice contrast to concentrate on one very superior canapé, unless you are having a cocktail party. Even then, two or three really distinctive things are far better than a collection of bits and pieces, tricked out on a big tray. One nice idea is to turn out a whole tin or terrine of *paté de foies gras* and serve it as you would fresh caviar. Surround the mould of *foies gras* with strips of freshly made toast, thin, but not brittle. Provide butter-knives and let guests spread their own. People are so used to having this served in snippy little amounts that they love the idea of helping themselves.

Wedges of shad roe encircled by thin bacon, grilled, and pierced by toothpicks are delicious hot bits. And where do you find shad roe when shad is out of season? In a can, put there by the White Rose Company. A bit of smoked salmon on strips of toast that have been spread with finely chopped chutney is a very special combination, and you can get a good tinned Swedish smoked salmon, known as "Lax." Or serve the salmon alone in strips, and let people squeeze a bit of lemon and have a whirl at the pepper-mill, as they choose.

Corned beef hash is one of those rare American dishes that have the same popularity at smart luncheon tables as at lunch-wagons—only often they do better by them at the lunch-wagon. If you use S. S. Pierce corned beef hash, you have a good beginning for a main course for any informal meal. This is made with onion, of course, but you can afford to add a bit more, finely chopped and sautéed, and a dash of some sharp sauce. (For this, you might try Heinz Beefsteak Sauce, an old and treasured favourite.) Shape the hash in round cakes, and sauté them on both sides until they are browned, indenting one side enough to hold a beautifully poached egg. A super sauce for fish is *beurre anchois*, which we learned from a chef at the Ritz-Carlton. Sounds very elegant, but it is simply made by creaming fresh butter with anchovy paste from a tube. You can either dot this on blazing-hot fillet of sole just before it is sent to the table, or serve your *beurre* separately. It melts and blends.

Marrons are one of the super items to be had bottled or tinned, and, if you add them to plain vanilla ice-cream, you have a dessert that is a general favourite. Or drain jars of cut-up fruits (known generally as "fruit salad") of most of their liquid, turn them into a glass serving dish, top them with raspberry-ice, and you have a variation of *Coupe Saint Jacques* to do you proud.

### FRENCH INFLUENCE

Suggestions that you filed in your mind or your note-book when you were eating those wonderful meals in France often find fine translation by way of tinned food. The Cresca string-beans that come long, slim, and tender out of a bottle are superb for that succulent salad you remember eating with a grilled chicken. Chop a bit of onion so fine that you can scarcely see it, add it to the beans, chill them, and turn them over and over in a fine French dressing—*et voilà!* Peas cooked *à la bonne femme*, with little white onions and lettuce leaf, are a wonderful French touch. You can get these peas imported in tins. (Amieux Frères is a good name to look for.) Macy's provides their own brand of Marceau French peas, the tiny ones that so many people adore, and Cresca Petit Pois are in most fine shops.

If your heart warms at the sight of blazing crêpes Suzette, you can buy them in a jar and dazzle your cook, as well as your guest. And if snails are your special French favourite, you can get them in a tin—and only in a tin, in so far as we know, unless you want to go out and track them along the ground, which might be fun, but not very practical.







# Make your Beauty BEHAVE!

Follow Woodbury's 4 Rules of Beauty Etiquette. Use these 4 fragrant, delightful creams to help you win a well-bred, thrillingly lovely skin.

DOES your beauty always behave with finished elegance? Or is it, at times, a trifle wayward? Has it some unalluring faults? The four Woodbury Creams you can buy at inconsiderable cost will help keep your beauty on its best behavior, your skin vivacious and fresh, graciously smooth and fine.

Made by Woodbury, whose name has been a synonym for beauty in your family for three generations, these creams are the last word in scientific care of the skin. They offer you the best qualities

of luxurious beauty aids at a fraction of their cost. They not only help counteract unattractive faults, bringing your complexion many of the elements it needs to grow fine and lovely, their germ-free purity helps guard the sensitive skin.

Give your complexion a Woodbury home course in good beauty breeding. The four Woodbury Creams will help your skin grow suave and smooth, stay fresh and youthful looking with irresistible charm. Get them at any beauty counter. Only \$1.00, 50¢, 25¢.



**FOR GENERAL GOOD CONDUCT...**  
Woodbury Cold Cream. The basic cream of the Woodbury beauty etiquette. Contains a skin-invigorating Vitamin which helps keep the skin active, aiding its vitality.

**FOR CORRECT CLEANLINESS...**  
Woodbury Cleansing Cream. Melts at skin temperature. Cleanses thoroughly, removing hidden, harmful dirt, dust, powder, rouge.

**FOR GRATIFYING SMOOTHNESS...**  
Woodbury Tissue Cream. Contains a skin-invigorating Vitamin and rich, emollient oils which quickly help to soften roughness, harshness, overcome unattractive dryness.

**FOR A FINISHED APPEARANCE...**  
Woodbury Facial Cream. Gives skin a pearly finish, blends rouge and powder evenly and smoothly, protects from wind and dust.

## WOODBURY CREAMS

Made Together . . . To Work Together . . .

TO MAKE YOU MORE BEAUTIFUL



## A HUSBAND GETS

*A new slant*

## ON HOSPITALITY



**HUSBAND:** "Gee, I wish I knew how to mix a perfect Dry Martini."

**PACKAGE STORE DEALER:** "Yeah—really good cocktails take lots of practice."



**HUSBAND:** "Got any suggestions to help me out?"

**PACKAGE STORE DEALER:** "Sure!—Let the world's most experienced barman mix your cocktails."



**HUSBAND:** "Don't talk in riddles. . . . How can I do that?"

**PACKAGE STORE DEALER:** "Easy as always serving Heublein's ready-mixed CLUB COCKTAILS."

**O**NE cocktail differs from another in the skill with which it's mixed. That's why the world's finest cocktails are Heublein's CLUB COCKTAILS. Made of choicest ingredients, CLUB COCKTAILS are smoothed, mellowed, enriched in flavor with a blending skill internationally famous since 1893. These are the de luxe cocktails, as good as best bartenders shake, that are served on all crack trains. What isn't used from an opened bottle keeps indefinitely.



DRY MARTINI (71 proof)  
MARTINI (Medium Sweet 60 proof)  
MANHATTAN (65 proof)  
OLD FASHIONED (80 proof)  
SIDE CAR (60 proof)  
DAIQUIRI (70 proof)  
BRONX (60 proof)

G. F. HEUBLEIN & BRO.  
Hartford, Conn.

**HEUBLEIN'S**  
**The CLUB**  
**COCKTAILS**

NOTHING TO DO BUT ICE & SERVE

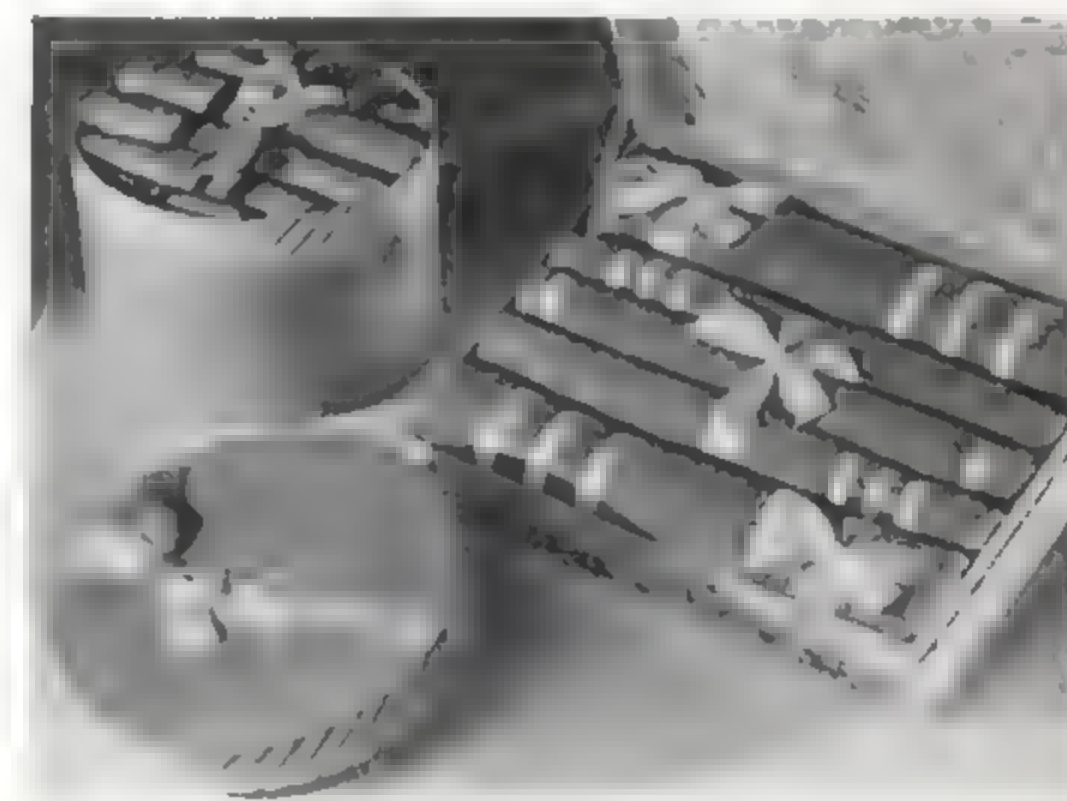
HEUBLEIN of HARTFORD Since 1875

## SHOP-HOUND GIVES THANKS



(Continued from page 88) We do not wish to appear greedy or anything like that, but the picture at the right perhaps makes us look that way, so we had better explain. The object of our affection is a giant pear—a lovely, delicate rarity called the Royal Riviera. Originally it grew (its ancestors grew) in the South of France, but luckily there is now a whole orchard of these Royalties in Oregon. You can apply all sorts of juicy, golden adjectives to the juicy, golden things, but better still you can send to the Bear Creek Orchards, Medford, Oregon, and try them. About \$2 for a box of ten to sixteen pears, postpaid.

The Cannon towel people give you good reason to give thanks right now, or to receive them around Christmas-present time. In the picture below, we show two of the reasons—namely, the Hat-Box and Pink Lady Box. The Hat-Box is in bright apple-green, with a candy-pink and white striped top. Complete,



it costs about \$2. You'll really want to save the box. The Pink Lady Box is of a flowery pastel wall-paper design, lined with the same paper. Around \$3. Each holds two wash-cloths, face-towels, and bath-towels. Lord and Taylor.

Other bits to make life easier. . . . Also at Lord and Taylor, pick up some of those Monsanto plastic hangers, rightly called Magic Hangers. They're very light-weight, and are equipped with rubber strips to keep jackets from sliding off, and little clips which pop up to secure clothes that hang by shoulder-straps. When you don't want to use the clips, they lie flat. You can buy them in seven colours; about thirty cents each.

We never thought that shoe polish would make us particularly wrought up, but there is a product around now, called the Shubador, and it has decidedly Got Something. The bristle brush is attached to the tube of polishing cream (black or brown), and a turn of a key squeezes it out with precision. It gives a wonderfully quick shine—all one motion practically, aided by brandishing a Pepperell polishing mitt. Abercrombie and Fitch are offering their very de luxe Travelux kit, of black or brown cowhide, which, aside from the Shubador itself, holds a leather-backed brush, comb, file, and tweezers. About \$5.

This baby at the right is truly an unusual and exemplary little one. Like some babies, she is made all of rubber. Like all babies, she could do with a change of diapers every once in a while. But as far as we know, she is unique in the fact that she will go to sleep at a given signal, even if she is wide-eyed and staring when you lay her down to sleep. All that her parent or guardian has to do is lay her on her back, and rock her cradle gently. Gradually her eyes droop, then close, then hush, hush, whisper who dares, she sleeps. Right now she is sleeping at Macy's. Tiptoe over there with about \$3 for a small one; \$4 or \$5 for larger sizes. The price includes such necessities as bottle, cradle, blanket, pins, clothes-pins, a dotted Swiss dress and hat, diapers, and as beguiling a pair of pink wool booties as we've cooed over in a long while. (Continued on page 102)





# IS YOURS THE PATRICIAN TYPE OF HAND?

Is it Executive...Artistic...Creative...Exotic?  
Working with a group of artists and sculptors  
La Cross has discovered that all feminine hands  
are divided into 5 *basic types*! And for each type,  
La Cross has styled the perfect manicure, as  
individually *yours* as your make-up or hair-do.

The beauty of your hands need no longer  
be a haphazard thing! Length of nails, shape,  
moons, color, all become a harmonious part  
of your hands, emphasizing their loveliness  
...their personality! Nail Stylists—at leading  
beauty salons or at your favorite cosmetic  
counter—trained in the La Cross "Personalized"  
Manicure...will tell you which type is yours  
and help endow your hands with a beauty  
they have never known before.

## The New La Cross Creme Nail Polish

No manicure can be lovelier than its polish. That's  
why La Cross Creme Nail Polish is so essential a part  
of your "Personalized" Manicure.

La Cross was used exclusively at the Beauty Salon  
of Tomorrow at the New York World's Fair—as the  
finest Nail Polish made. Because of the gruelling,  
nine-times-a-day under water test, La Cross was also  
used as the Official Nail Polish by the World's Fair  
Aquacade girls the entire time the Fair was open.

You will like the fashionable shades of La Cross,  
its brilliant lustre and marvelous wear.

LA CROSS, Newark, N. J.

 *La Cross*



## Scarlett O'Hara— the new La Cross color

The flaming heroine of "Gone  
With The Wind," lends her name  
to this new La Cross color. You'll  
find it in three glorious, lovely  
tones of Red—"Morning," a soft  
muted rose; "Noon," a warm  
reddish rose; and "Night," a  
clear, true red.

Vivian Leigh—as Scarlett  
O'Hara in the Selznick  
International Production  
"Gone With The Wind".

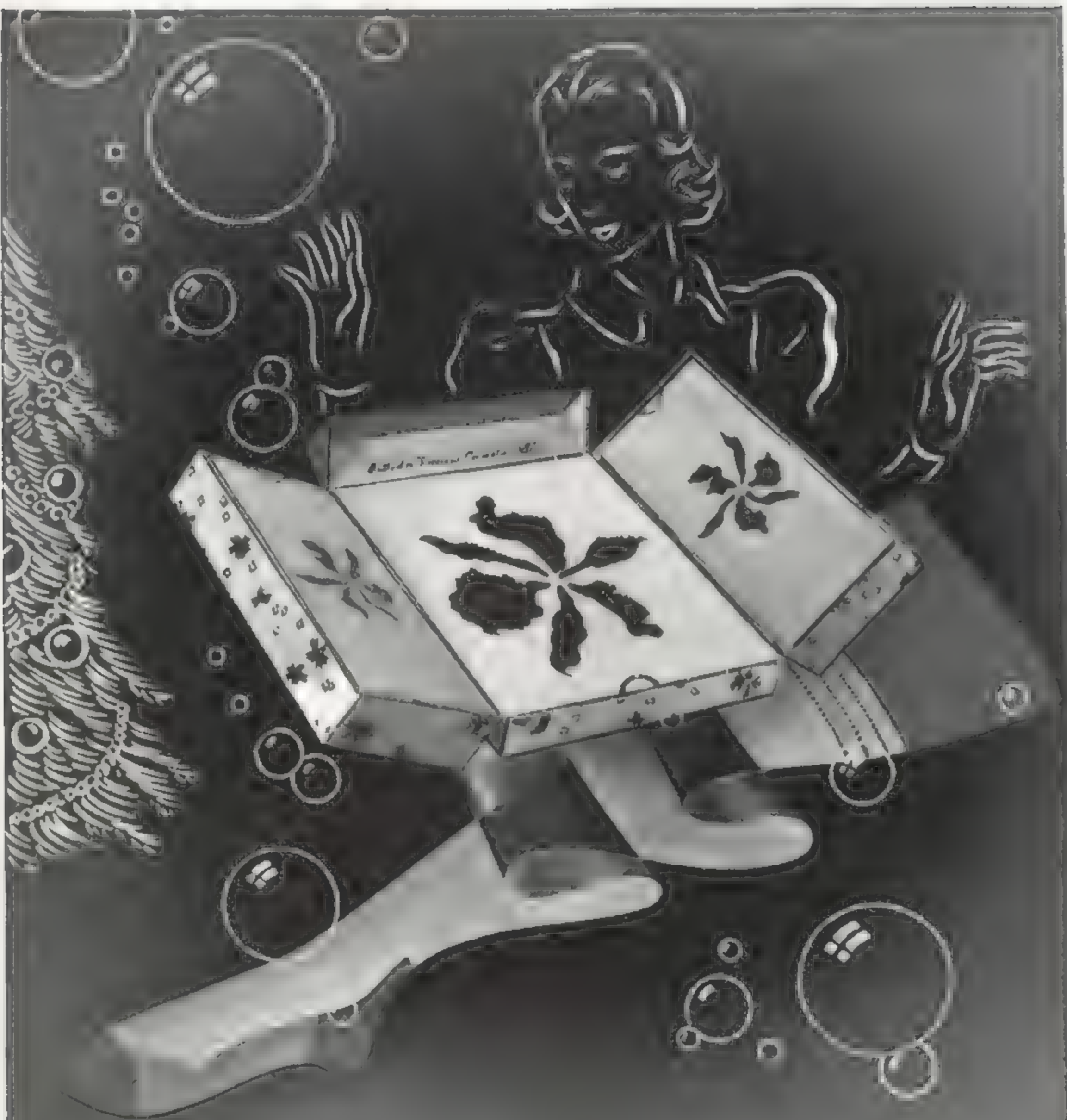


AT THE SMARTEST BEAUTY BARS

*WOW*

Entire contents copyrighted 1939—La Cross, Newark, N. J.





## Christmas Magic by Northmont

BATHED IN "PRECIOUS COSMETIC OILS"★  
... and ever-so-faintly scented

For Christmas morning thrills aplenty, give Northmont Stockings in a magically beautiful box. For these are the famous stockings bathed in "precious cosmetic oils"★... each pair ever-so-faintly scented. Magically sheer... yet stronger, more snag resistant! Ask for them at your favorite store, or write Northmont Hosiery Corp., Empire State Bldg., New York.

*Dayette*

Sheer... for Daytime Smartness

*Dressette*

Sheerer... for Teatime Loveliness

*Dreamette*

Sheerest... for Glamour Set to Music



## Northmont

BATHED IN "PRECIOUS COSMETIC OILS"★

★ REG. U.S. PAT. OFF.

© 1939, NORTHMONT HOSIERY CORPORATION  
READING, PENNSYLVANIA

## SHOP-HOUND GIVES THANKS



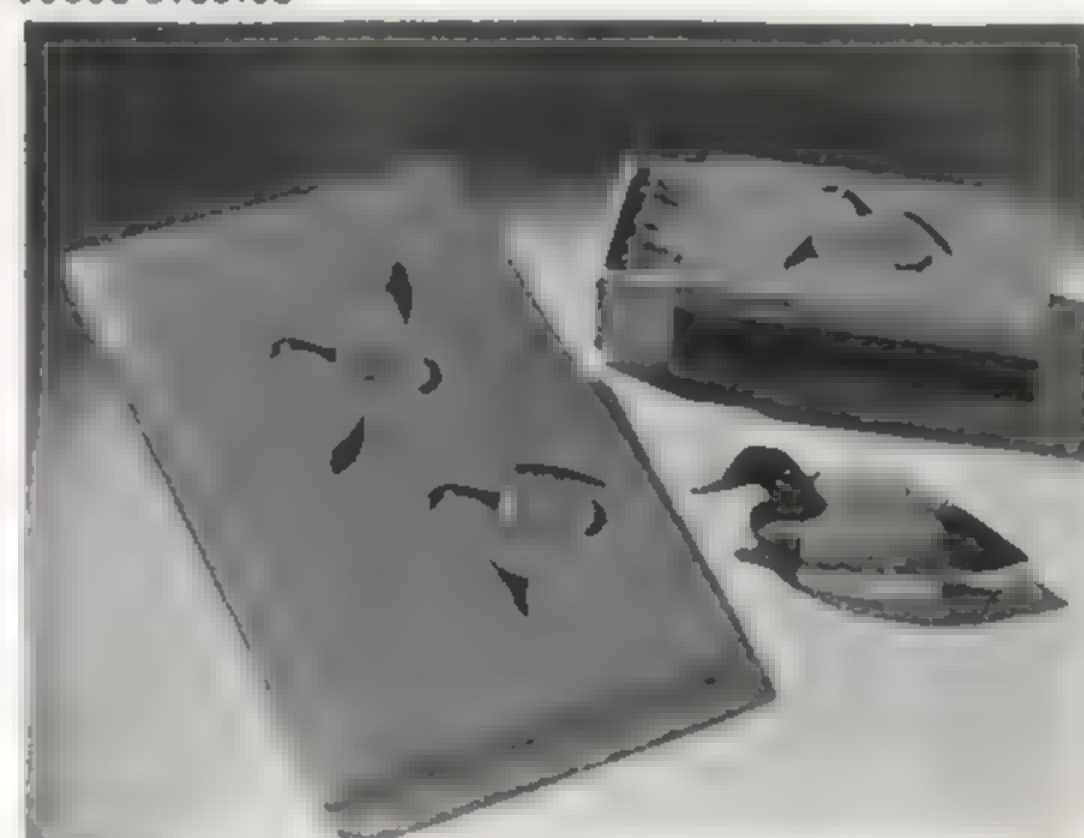
(Continued from page 100) At the right is a Santa who will be very popular with all the birds who are not wintering in Palm Beach. He is made of suet and a mixture of bird seeds, firmly moulded together. His house forms a nice platform for feathered eaters to stand on. You can buy him and, of course, the little wooden house that goes with him for about \$1. You can order extra men, too.

At Marcus and Company, you can buy your new stationery in a most heavenly blue, which Z. and W. M. Crane have created the better to tantalize you with. This colour, lifted straight from the sea, is called Surf-Blue. You have a wide choice of borders to choose from, and, of course, now is the time to attend to addresses if you're planning ahead for Christmas. The paper itself costs only about \$2.50 for a box of fifty double sheets. And an address in new, thick, important-looking letters will add around ninety cents to the price, using your die; about \$7 extra to make one.

You read in Vogue last summer about the Mary Brooks Picken School, where people learn to sew by sewing. Among the items offered by the school was a little felt sewing habit which enchanted so many non-pupils that Mrs. Picken is now offering it for sale, already made. It's made like a tiny apron, and includes a pincushion, spool, hemming-chalk, space for scissors, and other thereabouts, postpaid to you. We liked it best in wine-red, but you can have it in King's-blue, green, or gold. Write the school at 285 Madison Avenue for it. About \$1.50.

At Bonwit Teller, there is a small collection of hand-knit sweaters in a shade called "Protective" grey, lovely with taupe or with tweeds. Perhaps the most appealing is an Angora gilet, with the melting look and feel of a Maltese cat. And we were pleased, too, with a fitted and flared grey jacket that really looks as though it were made out of tweed. All of these fit superbly, as though they were knit with a human body inside.

VOGUE STUDIOS



Here you see some of the most beautiful ducks you will ever lay your eyes on. The address-book and the big match-box are of pigskin, with the ducks made of inlaid lizard skins. The workmanship is really superb; even under a magnifying-glass it looks flawless.

The decoy duck is a paper-weight, and incidentally our favourite. Even his little eyes are made of leather. You would not hesitate to give any of these pieces to the most fussy, crotchety person on your gift list. Tulsa Lee Barker, at 382 Park Avenue, will supply you. The match-box costs \$4; the decoy duck, \$7.50, and the address-book, \$9 (all approximate prices).

If you want to do your football-game attendance in real style, Miss Nancy Levering can help you out by putting up an impressive lunch-basket, and delivering it to you at the train, all piping hot or cold, as the case may be. If hot roast chicken and chilled white wine appeal to you, you can have that, wrapped in special temperature-resistant paper, which does its insulating job for about three hours. All boxes are arranged so that there is *nothing* left to bring home. Prices vary, with your taste. Boxes for two, about \$3 up, including drink; 224 East Forty-Ninth Street.





*Eileen Blackwell, as she looked when she entered the Success School.*

## SHE CAME TO THE SUCCESS SCHOOL

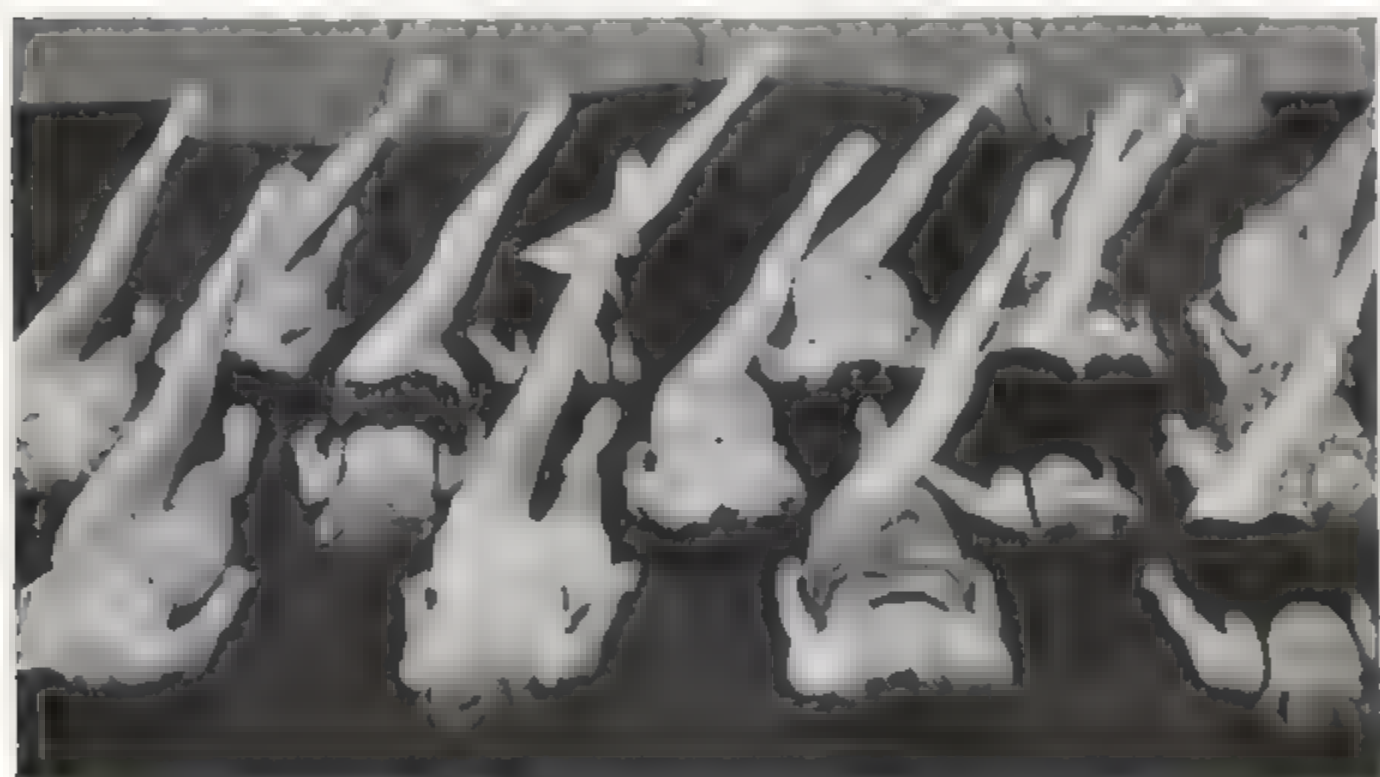
### A TIMID, UNSURE GIRL, WITH A STRONG

# INFERIORITY COMPLEX!

**Y**OU should have seen her, this girl of 23, the first day she came to talk with Ann Delafield about joining the Hudnut Success School!

Her face reflecting so clearly her depressed state of mind, her sense of failure! Her posture so awkward that it had actually ruined her figure!

And now today—well the photographs tell, more clearly than words, the miracle of rebuilding that the Success School wrought for Eileen Blackwell. And her case is only one of our many amazing successes! So if *you* have any feeling of inadequacy, write us or call and let Miss Delafield tell you just what we can do for you.



First, a scientific diet, planned just for Eileen, and "spot" exercises to remould her figure . . . to take pounds off her waist, hips, thighs and build up her chest and bust. Class exercises for some figure faults, individual exercises for others.



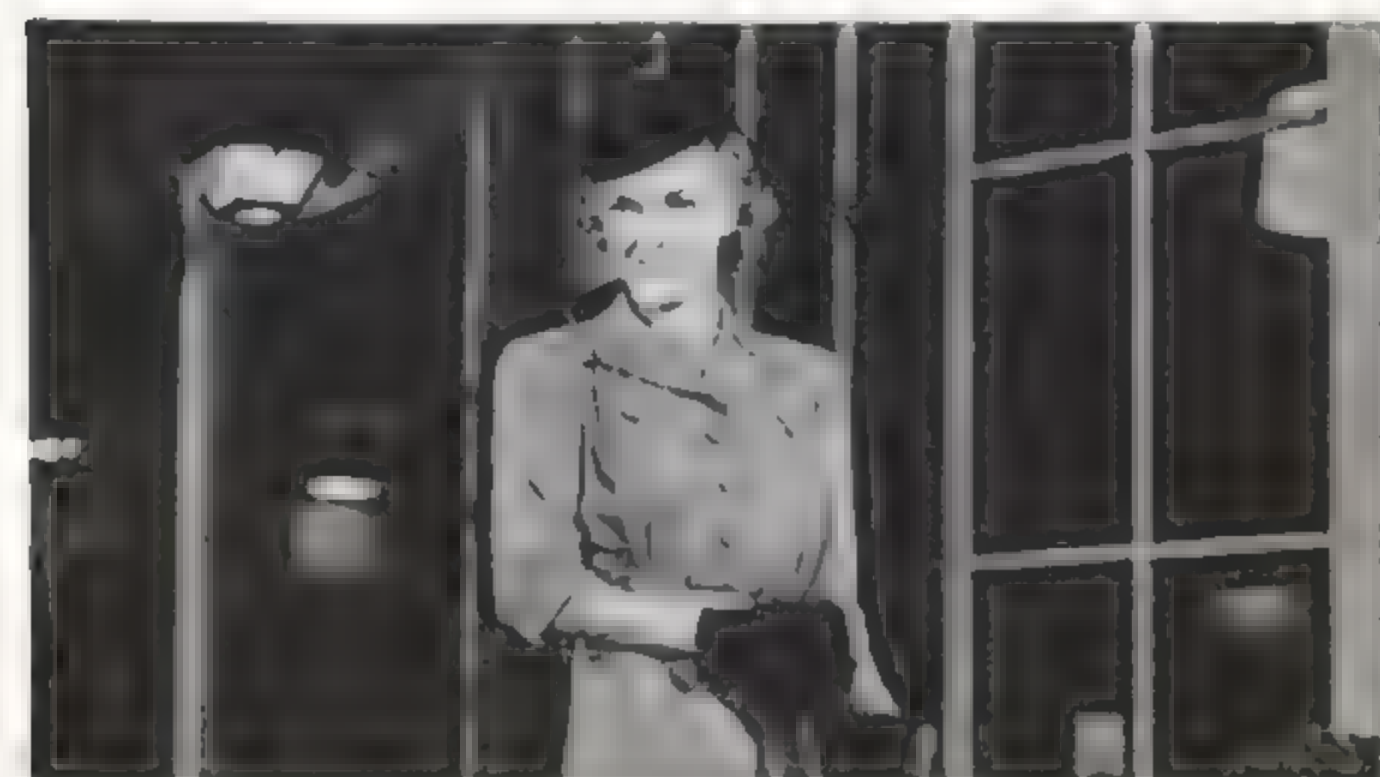
The famous "Beauty-Angle" Treatment . . . feet-up-head-down, to increase facial circulation naturally and bring added nourishment to the skin from within, while Du Barry Beauty Preparations soften and soothe from without.



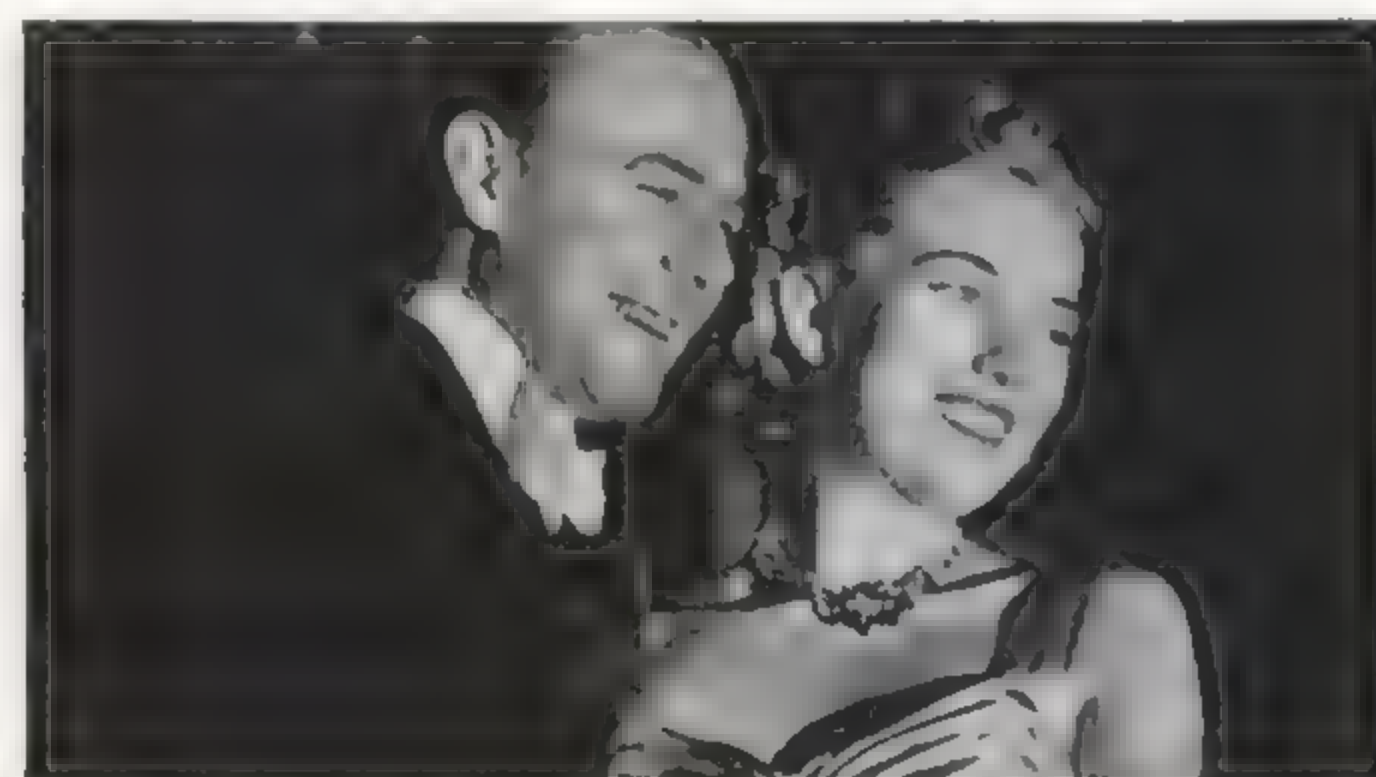
Lessons on make-up and hair-styling. Professional tricks to give the illusion of improved facial contour. Success School pupils are trained in a complete beauty routine which enables them to care for themselves at home without the help of experts.



Six weeks, five days a week, three hours a day . . . then a new and lovelier Eileen! Her flat chest raised, bust firmed and developed, waist, hips and thighs down to correct proportions! And in her heart new courage to make the world her own!



It's ten months now since Eileen graduated from the Success School, and every day she grows in poise and confidence! That six weeks of beauty training became a vital part of her life. She knows the formula for keeping herself slim and lovely.



Her chic, well-groomed look, her proud carriage and assured manner lend her that air of serenity and well-being so essential to any woman's success. *Why don't you come in and let Miss Delafield tell you what the Success School can do for you?*

*Eileen Blackwell today . . . poised, confident, sure of her loveliness!*



## HUDNUT SALON

693 Fifth Avenue

Ann Delafield, Directing

*Write or phone (PLaza 3-6930) for details of our six weeks' Success School course.*





## WHEN A *Slip* BECOMES A SOCIAL ERROR... SWITCH TO *Mary Barron*<sup>†</sup>

Don't put on a tug of war

Put on a *Mary Barron* and keep your poise. It's made in a new, entirely different\* way. The straps stay beautifully in line without the need of any helping hand. It doesn't twist or squirm at your activities.

Pure dye silk satin. Lace-trimmed styles: tea-rose and white. Tailored: tearose, white, navy and black. Sizes 30 to 44, 29½ to 43½, \$3. Also in Silk and Bemberg Rayon, \$2. When ordering by mail, give your brassiere size.

\*SO DIFFERENT THAT THE BASIC MARY BARRON CONSTRUCTION HAS BEEN AWARDED U. S. PATENT No. 2161063.



Why be a strap hanger? *Mary Barron's* self-supporting.



Never an un-kneesy moment! *Mary Barron* won't ride up.



Red light! Is your mind on the road? *Mary Barron* won't divert it.

**Lord & Taylor**  
NEW YORK

†Reg., U. S. Pat. Off.

CHICAGO . . . . Marshall Field & Co.  
ATLANTA . . . . . Rich's, Inc.  
BOSTON . . . . Wm. Filene's Sons Co.  
DETROIT . . . . The Ernst Kern Co.  
LOS ANGELES . . Myer Siegel & Co.

MEMPHIS, B. Lowenstein & Bro., Inc.  
NEW ORLEANS. Maison Blanche Co.  
PITTSBURGH . . . Jos. Horne & Co.  
PORTLAND . . . . Meier & Frank Co.  
WASHINGTON, D.C. . . . . Jelleff's

For information regarding stores in your locality carrying *Mary Barron* slips, write to the DAVIDSON BROTHERS Corp., 105 Madison Avenue, New York

## VOGUE'S SPOT-LIGHT

(Continued from page 64) phane. Out of a hack Hungarian mistake by Bush-Fekete, Charles MacArthur and Ben Hecht have put together a comedy about a girl and a middle-aged architect who meet in a jury room and fall in love. With her fantastically magical way, Helen Hayes throws a slight shimmer over this wisp, this sliver, this indicated comedy. Playing the part of a Hollywood secretary, Miss Hayes has the usual bitter lines about movie-making. None of them, I thought, were as funny as the true events of Paramount's difficulties a year or so ago with one of MacKinlay Kantor's Civil War stories. The producer made one simple change. Instead of the riots in the streets of New York, as they were, historically, after the Battle of Gettysburg, he had the riots before the battle. "It helped," he explained, "to motivate Gettysburg." Nothing motivates "Ladies and Gentlemen." It isn't awful. It just isn't anything.

Nobody could accuse William Saroyan's play, "The Time of Your

Life," of being nothing. It is a little bit of everything. He has filled it with his incredible poetic imagery, with his sweetness, his understanding, with his deliberate shock stuff. He manages to twist into lyricism, and then into hawdysm, and then back again, like a broken-field runner.

A jambalaya of tag ends of philosophy, of clear statements of life, of fantasy, of bleak simplicity, the play is set in a water-front saloon with the chief characters a drunk and a prostitute, played by Eddie Dowling and Julie Haydon, who looks as ethereal as the MacArthur-Hecht play. Subtly, Saroyan evades all responsibility for form by just acting crazy, by being that queer Armenian boy from San Francisco, by just kicking his play in the teeth and going off in another direction. It stymies criticism, but it makes for some superb moments. In fact, Saroyan is just like New York this year—stymying criticism, but full of superb moments.

## THE SOUTH AMERICAN VIEW

(Continued from page 67) Jean Lari-vière of Paris—is one of the very chic women of Buenos Aires. She has jet-black hair and light green eyes—not commonly seen down there. If there is any difficulty in getting her clothes from Paris, she says that she will dress "in the North American fashions"—she finds them original and becoming.

### DISCOVERS A LITTLE HATMAKER

Glamorous Señora Eleonora Quesada de Cernadas is a striking personality, with dark eyes and beautiful Titian hair, which is always perfectly set by Vautrin. She has always designed her own clothes and had them made by a little dressmaker in Buenos Aires. Like the mother of the Princesse Bibesco, who in the Second Empire discovered Caroline Reboux in a little attic in Paris, the Señora de Cernadas has found a hat-maker, called Maria Teresa, in Buenos Aires, who now creates for her. No doubt she will sometime be one of their leading milliners, writes Señora Vivot.

Unquestionably one of the most beautiful women in Buenos Aires is Señora Maria Marta Sanchez Elia de Santamarina, about whom an American ex-ambassador once said, "No woman has a right to be so beautiful!" She is admired not only for her beauty and distinction, but also for her exquisite taste in clothes. If Paris clothes are no longer to be had, she tells me that she will rely on her inborn talent for fashion to create her own clothes.

In Buenos Aires now, four or five large dressmaking salons import Paris originals and make copies to order for something like ninety or one hundred dollars. Almost no ready-to-wear clothes are sold.

Women of the Argentine have always been listed among the best-

dressed women of the world, not only because they wear beautiful Paris clothes, but because they have instinctive good taste and the good sense to adapt fashion to their requirements. It will be a great blow to them if they can not get Paris clothes, but it would be a greater blow to women less resourceful in the matter of clothes.

Many, without doubt, will turn to North American fashions, though the difference in seasons makes it difficult to buy new summer clothes when the designers of the United States are concentrating on winter.

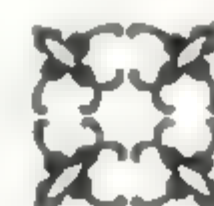
### MANY WILL TURN DESIGNER

Many who are gifted will design their own clothes. Madame Adolfo de Bruyn, one of the smartest women in Buenos Aires, not only designs, but also makes many clothes for herself.

The little *copistes* will be kept very busy...the seamstresses who can follow a design and frequently turn out marvellous clothes.

Almost all shoes are custom-made, and hats, too. Martin Soules is one of the best-known hat-makers—he brings back originals from Rose Valois, Reboux, and other Paris houses—and makes copies to order, for the women of Buenos Aires.

One of the most popular American imports seems to be bathing-suits with "Lastex." Everybody loves them...and visitors to the United States are commissioned to take back dozens of them. American sweaters are in demand, too, although the South American woman generally has a French attack on country clothes—she likes wools of beautiful colours, and intricate knitting. Sports clothes, incidentally, are worn for sports and nowhere else. The Argentine women play excellent golf, and dress well for it.





## WOMAN'S PLACE—IN THE 1940 CAR

(Continued from page 48) The new Willys-Overland is a gay, racy car with expensive lines and thought-out details. The two-tone upholstery will catch your eye immediately. It makes the car look "interior-decorated" and is a luxurious and unexpected touch to find in an inexpensive car. Here is a fine bit of compromise...not only are running-boards optional, but so are gear-shifts.

Chevrolet looks smarter than ever this year. The increased angle of both the rear window and the windshield tend to stream-line the car even more. The front seats are wider, and, with the gear-shift moved up onto the steering-rod, there is plenty of room for three in front. The length of the Chevrolet has been increased, and the engine moved forward for additional space. One of the Chevrolet accessories that fascinated us is the town-and-country horn switch. You bleat gently, politely in town, but, once on the open road, you throw the switch, and blast road-hogs, and stray cows, off the horizon.

Like its cousin, the Ford, the 1940 Mercury stresses quietness. Even at high speed, the motor merely hums with a nice, rich, eggbeater-in-molasses sound. The interiors are blue and silver (a bow to the ladies), and the gear-shift is on the steering-rod. Because it is not the heaviest car on the market, special attention has been paid to achieving a smooth ride. The new torsion-bar ride-stabilizer helps control side sway and smooths out bumpy roads.

Decorative from its curving ra-

diator to its stream-lined windows is the new Lincoln-Zephyr. What's more, the car has stretched out and extended itself. Always a stickler for good driving vision, the Lincoln-Zephyr has really spread itself this year with a twenty-two per cent. increase in glass area. The floor has been lowered, so one steps directly into the car, and the lowered floor also takes care of any six-foot husbands.

The new La Salle is powered by the Cadillac V-8 engine, and there is a strong family resemblance in the body, which flows superbly from its shining radiator to the sloping, spacious luggage compartment. Good lighting is the order of the day, and groopers will hoo-rah the automatic illumination of both the locker on the instrument panel and the big luggage compartment. The La Salle also pampers you with a centre arm-rest in the back seat, electric clocks, and smooth, rich upholstery.

Buick, like a racing hunter, goes "belly to earth" this year. Seven inches longer, close to the ground, it gives you a tremendous sense of velocity. But low as it may be, it's not at the expense of head-room, for the floor, too, has been lowered. Buick takes one step further in alleviating the dangers of night-driving with their directional signal system. You flick a little lever and divided lights flash on, indicating your intention to turn left or right. No more hands off the wheel. No more projecting your arm out the window and wreathing it like a Javanese dancer with free-wheeling wrists.

Not for everyone  
but....  
*for You!*



Treasure cases for cigarettes and powder. Scintillating clusters against black enamel, hand-set with stones that flash the colors of topaz, sapphire and other gems. Cases slim as the hands that will hold them, new in technique, novel in their use of Duralumin, one of the lightest and strongest of metals. Behold them... Evans masterpieces... fit for a lord's gift to his lady.

AT YOUR JEWELER'S...  
CIGARETTE CASES... \$17.50 to \$30.00 - MATCHING COMPACTS... \$15.00 to \$25.00

LUXURY CASES BY **Evans**  
EVANS CASE CO.  
NORTH ATTLEBORO, MASS.

*it's Modern to be moderate with...*

# CINZANO

Have you noticed the *trend* toward more moderate drinking... that it is the smart thing to serve Cinzano Vermouth before meals and at parties?

So many people enjoy Cinzano Vermouth—iced—with soda. Or Cinzano, straight and chilled, with a twist of lemon peel.

No wonder. Cinzano is a world-famous vermouth... mild, piquant, agreeable. Its flavor is wonderfully different... a reason why Cinzano is choice by itself, and well-chosen when you're mixing cocktails.



## CINZANO

VERMOUTH

Canada Dry Ginger Ale, Inc., New York, N. Y.  
Sole Importer

ITALIAN  
(Sweet)  
Alcohol  
15.6%  
by volume





# SURRENDER

*She will, if you give it  
He will, if you wear it*



*Surrender... it's a sin not to, this Christmas,  
when there's exactly the size that you want.*

At \$5 .... *desire is well fulfilled*

At \$10.50 .... *the gesture is endearing*

At \$17.50 .... *you're positively opulent*

At \$32 .... *your love knows no bounds*

P A R F U M S

C I R O

P A R I S

FROM \$5 TO \$35: REFLEXIONS

NEW AT \$12: DANGER, THE PERFUME THAT'S NOT FOR THE TIMID

## "FOR THE BENEFIT OF" ...

(Continued from page 80) directly to Les Gueules Cassées (The Broken Jaws) in Paris, from there forwarded to the front. During the last war, Mrs. Seton Porter, who is a daughter of the late Charles E. Berwind of Philadelphia, was decorated by the French government with the Croix de Guerre for her welfare work at the front.

For the heart-breaking cause of the Polish sufferers, nation-wide efforts are being made by the "Commission for Polish Relief." Executive secretary of the New York committee is Mrs. Guido Pantaleoni, junior, who with Mrs. Vernon Kellogg, Mrs. Charles A. Lindley and Mrs. Damrosch Wolfe, are pitting their energies in its behalf in Manhattan—arranging benefit concerts by such notable musicians as Jan Kiepura and Arthur Rubinstein; soliciting funds for food, clothes, and shelter for the thousands of homeless and destitute in Poland.

In one worthy way or another, others are volunteering their services. One of the first to go into active foreign duty is Mrs. William Fiske, the former Countess of Warwick, who has joined a British ambulance corps. Mrs. Edward Close, whose husband is head of the American Hospital at Neuilly, Paris (militarized by the French at the start of war), has returned to America to raise money for the new emergencies it must meet. Owing to the shortage of hospital instruments (many of which formerly came from Czechoslovakia), Mrs. Clark H. Minor has returned to America to appeal for supplies for the same hospital.

### BLANKETS NEEDED

Blankets and more blankets being a crying need, many women—Mrs. Harrison Williams among others—are concerning themselves with collecting them. Miss Mary Cushing and Mrs. John Barry Ryan are buttonholing their friends for donations of children's clothing. Again, the "Adopt a Soldier" service, instigated by the newspaper *Paris-Soir* during the last war, is being revived...so that any one can be a *marraine*, or godmother, to a soldier and blot out that devil of war, loneliness, by sending letters.

Débutantes and post-débutantes are off to Red Cross headquarters to put in work on whatever is the most needed thing. Marina Torlonia, Audrey Gray, and Barbara Donohue have enlisted in the "Nurse's Aid" training course at the Red Cross in New York. The Van Rath twins, Cecilia and Marie, are doing the same thing in Washington. Nor are they at all dismayed by the fact that months of intensive training lie ahead of them before their services can be put to something tangible.

Since the outbreak of hostilities, as many as fifty volunteers a day have knocked at the door of the Manhattan Red Cross headquarters on Lexington Avenue. Some, impulsively, hoped to be sent overseas at once, but the majority are eager to do anything. So far, the director, Mrs. Everett E. Risley, explained, no calls for service abroad have come, but, when they do, only the trained volunteer can be sent. Until then, training is the only course...and the fields that are open are many and diverse.

One can prepare to be a "Grey Lady," uniformed in crisp grey and white—a post in which one does morale work in government hospitals, civilian clinics, and war camps—work such as friendly visiting, reading to patients, contacting families, giving recreational and rehabilitation help.

One can be a "Nurse's Aid," uniformed in rose and white—an office in which one does actual bedside work in hospitals and public health centres. Training for both of these fields means a home hygiene course of six weeks; then a three or four weeks' hospital course given by doctors, nurses, and psychiatrists; then stiff exams and graduation exercises; then probational work over four months.

One can be, if one owns a car and drives it expertly, a member of the "Motor Corps." In neat grey tropical worsted uniforms, the "Motor Corps" volunteers already have had close contact with emergencies in the present conflict. They have met incoming steamships since the war began, transported needy refugees—including some sixty-two *Athenia* survivors—to hotels or hospitals. Their peace-time activities include conveying destitute patients to hospitals, invalids to clinics, infantile paralysis victims to recreational centres, giving transportation to any one financially or physically unable to have it. A one hundred per cent. volunteer service (as are all the Red Cross services), members furnish their own cars and gasoline, pay for their own uniforms and car insurance, take care of registering their cars with police and fire department. Training requires a stiff first aid course, learning to bandage, treat shock, give immediate care to a patient until a doctor arrives.

### WILLING HANDS

If one can sew or knit or cut or fold, one can go immediately to work making surgeon's coats, operating garments, nightgowns, blankets, and children's clothes, or give as many hours as one likes to cutting surgical dressings and rolling bandages. More than anything, women are needed who can handle a needle and thread or a sewing-machine, explained the gracious director of the production service in the New York chapter, Mrs. William C. Green. One airplane shipment of medical supplies has already been sent to Poland before the borders were closed. And already one ship has been sent on its way, filled with everything from gauze dressings to sheets. Offers of aid by the American Red Cross at the beginning of war brought requests from the Red Cross of Poland, Britain, and France.

Still other branches of service are open. Every day, dozens of Polish residents in New York come to Red Cross headquarters to inquire about the fate or whereabouts of relatives in the war zone. And one can assist in recording and transmitting these inquiries. One can even join in the packaging of Christmas presents to veterans of the last war—a touching remembrance that the Red Cross takes on its shoulders...a worthy work going on, with tragic irony, in the same room as the rolling of bandages for the present war.



## "CREAM OR LEMON?"



Silver tea-service, "Kensington" pattern; tray in "George I." design; teaspoons, "English Gadroon." All Gorham sterling. Alice Marks' Old Crown Derby china

(Continued from page 85) The bread is cut into narrow oblong blocks and toasted with cinnamon on all sides.

Tea connoisseurs are fabulously fussy about the kind of tea they serve, and drink. A hostess, therefore, should know where her tea is grown and whether it is black, green, or oolong (the differences lie in the curing process). Americans are partial to black tea...India, Ceylon, Java, and Sumatra teas are usually black. Most of the Japanese and China teas are green. And oolong is produced principally in Formosa.

Quality is not denoted, as many people think, by the names Orange Pekoe, Broken Pekoe, and such—they merely indicate the size of the tea-leaves. The quality of the tea is far more dependent on the district, the altitude of the plantation, the soil, the temperature, the rainfall.

Americans are apt to drink tea with their eyes—judging the strength by the colour. Actually, a deep colour does not mean a strong cup of tea. Some teas are light, some teas are dark. Some can be steeped four or five minutes before the full aroma and flavour of the leaf are brought out. Darjeeling, the very finest of all teas—grown on the slopes of Darjeeling in India—is a light tea, to be steeped no longer than three minutes. The blend of Darjeeling used by Queen Mary is available to you in this country; it brings over \$5 a pound. Other Darjeeling teas here are priced around \$2 and \$3 a pound. Edward VII. was devoted to a China tea called "King's Blend," sold here now as "Marco Polo." (Naturally, you would not buy one of these connoisseur blends for the purpose of making iced tea.)

The tea-cloth photographed above is made in modern Milan lace. The cloth and tea-napkins below are of linen, with wheat appliqué and embroidery. Both sets are from Kargère. The Old Crown Derby cup and saucer shown above are part of a complete tea-service, dating back to about 1810.



Tea-service in Old English "Melon" design; teaspoons in the new pattern, "Forever." Both from Community Plate. Gold-and-blue Lenox china, from Ovington

# REFLEXIONS

*The way to say  
'Remember Me'*



A TRUE REFLECTION of the *you* you'd like to make memorable... that's *Reflexions!* It's the perfect perfume—buoyant, fresh, a fragrance to live with!

The sparkling, multi-faceted crystal bottle is really superb in \$5, \$12, \$18 and \$35 sizes.

P A R F U M S

C I R O  
P A R I S

FROM \$5 TO \$32. SURRENDER

NEW AT \$12: DANGER, THE PERFUME THAT'S NOT FOR THE TIMID



# UNDER TWENTY—PARTY CLOTHES

**H**ERE—dedicated to you young slips of girls who want to spend less than twenty dollars—are more of the same under-twenty clothes you read about on pages 74 and 75. Whether your crying need at the moment is a devastating evening dress, wrap (or both), you'll find something here to bring that glint to your eye. There's the bright green dress—newest beckoning colour; there's the green wool coat, to mention a couple. For any, all you have to do is break a twenty.



**"Firefly"—**

## **Botany Flannel Skating Set—**

three-star costume by Foremost Sportswear, to send you flashing over daylight or night-light rinks. Tiny waisted quilted Botany flannel jacket with contrasting piping, lined with vivid quilted cotton, 9.95. Brief reversible Botany flannel skirt lined with contrasting flannel, 9.95 Botany flannel yoke shoulder shirt to echo your color scheme, 6.95. Marvelous combinations of navy or green with red, black with light blue. Sizes 10-18. (Not sketched — matching street length skirt, 8.95. Dinner length skirt, 10.95)

From the North Shop, on the Fifth Floor

**Lord & Taylor,** Fifth Avenue, New York



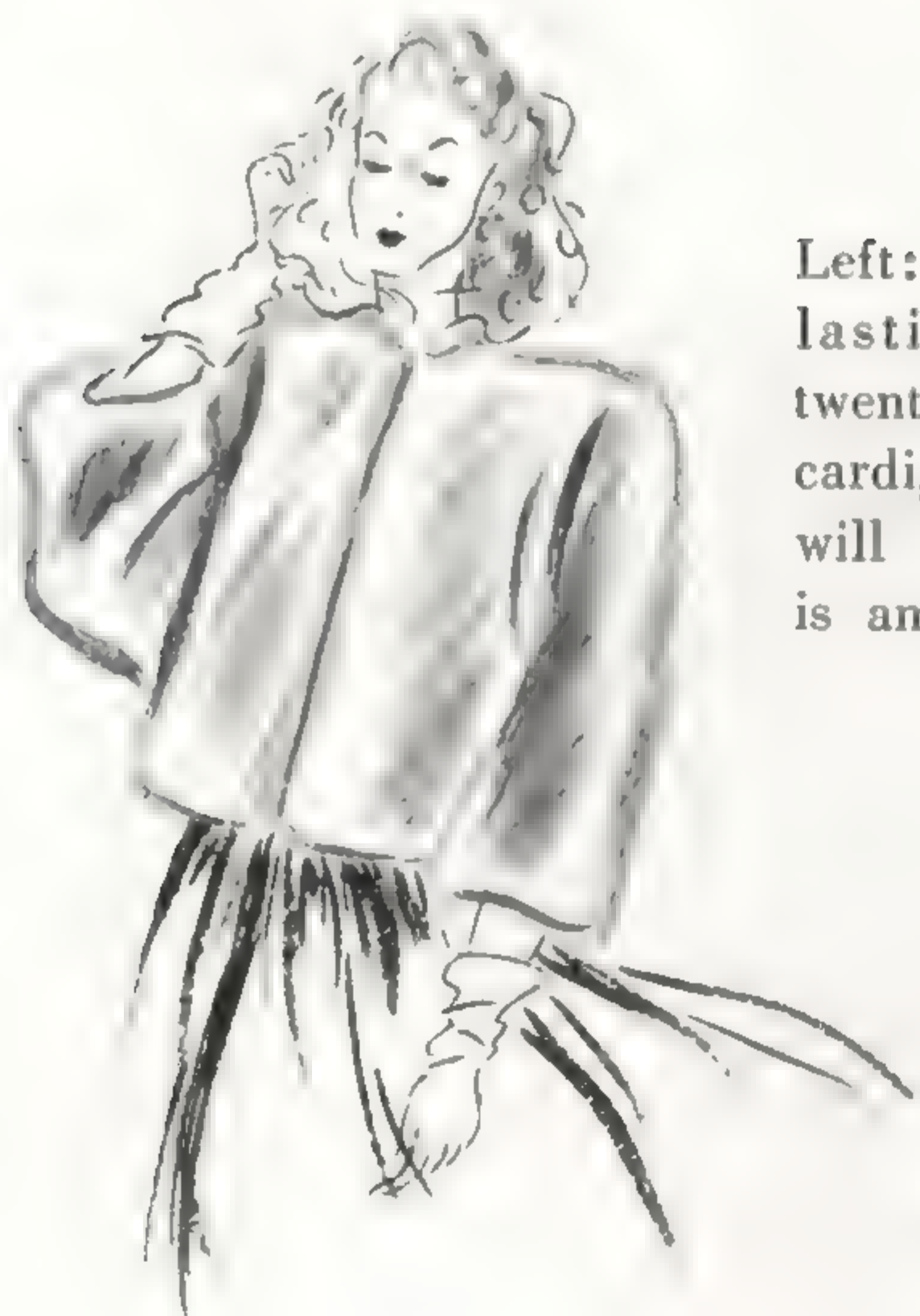
Left: The gold lamé riding-jacket, new short wrap that swings out behind slim skirts and is full enough to fit wider ones. Lined and interlined, it's an all-winter wrap. Under \$20

Below: The black net dress that makes you a picture on the dance floor, with its low, tight bodice and endless skirt. Wear it with short pink gloves and a pink camellia. Under \$20



• Both from Altman; I. Magnin, California

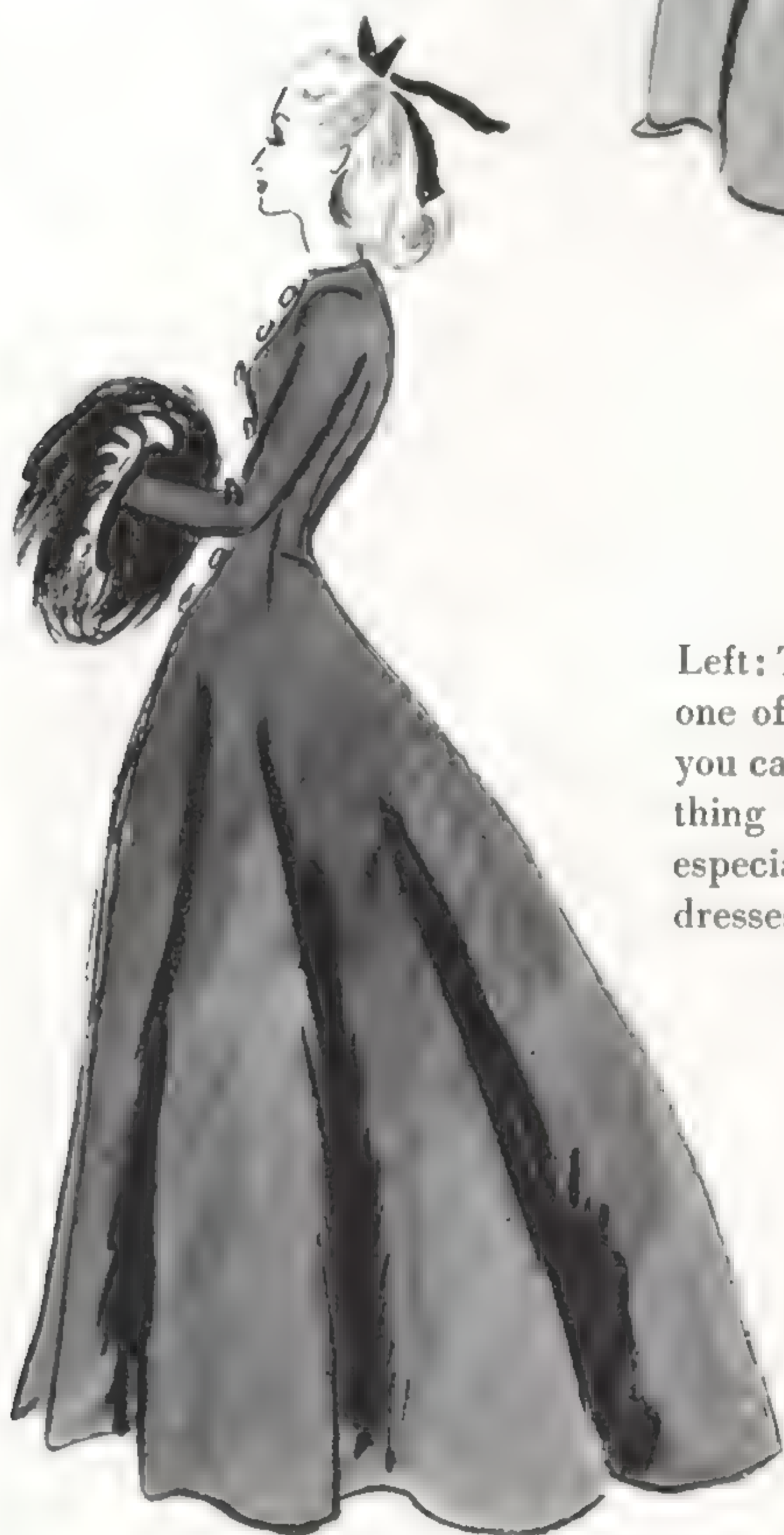




Left: The white bunny jacket, lasting love of the under-twenties, in a new, collarless, cardigan version. Your father will say "Yes, yes!"—for it is amazingly priced under \$15



Right: The bright green dress—vying for attention this year with bright red. This one is of green Celanese rayon faille, and comes equipped with its own cover-up jacket. Under \$20



Left: The long wool evening coat, one of the newest-looking wraps you can wear, in a go-with-everything shade of gay green. It's especially enchanting over white dresses. Of course, under \$20

• All from Altman; I. Magnin, California

AT ALL THE BRIGHT SPOTS!



## VOLUPTÉ SOPHISTICASE

*Dining at the Persian Room, dancing beneath El Morocco's crystal candles...early and late you'll see many a SOPHISTICASE on many a bright-spot table! Sumptuous all-in-one, holds everything. Inspiration for Christmas. Latest version in "gold on gold," with baroque golden ornament on a golden-finish case. At outstanding stores.*

VOLUPTÉ, INC. • COMPACTS AND CIGARETTE CASES • 347 FIFTH AVE., NEW YORK





# Jiffy Purse

## SMART NEW WAY TO CARRY MONEY

Distinctively designed for the woman who is too busy to fumble for change. With handy compact pockets for bills, keys, calling cards, and shopping receipts. You'll love the feel of its fine leathers and lustrous plastic coin rack—and tickle with pleasure at the way it keeps everything at your fingertips!

### AUTHENTIC 1940 COLORS

To match or complement your costume: Red Burgundy, Golden Havana, Gipsy Red, Marine Blue, Ebon Black.

Snap button style (with one pocket). Choice of leathers..... **\$1.00**

Zipper style (shown, with two pockets). Choice of leathers..... **\$1.50**



**SWANSON MFG. CO.** 558 WASHINGTON BLVD. CHICAGO, ILLINOIS

In New York, JIFFY COIN PURSE CO., 516 Fifth Avenue, New York City

## THIS YEAR'S PRE-CHRISTMAS MEMO

The Season's  
**MUST**  
For Those  
Who Travel



Forty Days to Christmas! There's still time to select the Halliburton Air-Metal Travel Case you'll need. This year go smartly, luxuriously, safely with the one travel case that defies both time and the elements. Too, you'll be proudly conscious of its outward, gleaming appearance, its inner practicability; its completeness of accessories, its distinctive fittings. Halliburton Air-Metal Travel Cases outmode all other forms of luggage, bring added pride of ownership. Wardrobes arrive free from dust, dirt and dampness, no matter where you travel. 8 pieces ... at prices from \$24.50 to \$67.50... at Department Stores and fine luggage shops, or write Erle P. Halliburton, Inc., 4059 Goodwin Avenue, Los Angeles.



**AIR SEALED**  
against dust and dirt.

**MOISTURE PROOF**  
to prevent mildew.

**PRECISION MADE**  
for lifetime ownership.

**CORROSION PROOF**  
inside and out.

**HALLIBURTON** Air-Metal TRAVEL CASES

## WHAT TO WEAR



1.



2.

1. White gleams cheerfully through the gloom of a dull rainy day. Wear these white overshoes, made by U. S. Rubber Company. (Bloomingdale has them.) Carry a white umbrella, piped brightly with red. If the rain should stop, tuck the white rain-coat into the white draw-string bag. (Lord and Taylor)

2. There's no reason for that sad, wet-hen look—not with a costume like this, tailored to a T; Conmar-fastened. Of navy-blue parachute cloth—light enough to wear over tweeds when you're walking in the rain, or shooting. Good for sailing, too. This is from Bonwit Teller

3. If you're a "love me, love my dog" kind of person, you'll keep your pet as dry as you keep yourself. Here are little brown rubber shoes to tie on his paws. At Lord and Taylor



3.

4. When you're caught short some rainy day—having left your overshoes at a friend's house—all is not lost. Let your shoes be the sort that take to rain—brown calf, with Du-Flex rubber soles between you and the dampness. Arnold Authentic shoes



4.



# IN THE RAIN



5.

5. Don't spoil your sunny-weather gloves (or try to get by on a too-old pair). Have on hand a bright brown glove of Kin-Kid—which means that rain won't spot it. Hand-stitched. Designed by Kay Fuchs. You can get it at Arnold Constable



6.

6. Another wet-weather glove — brown broadcloth, with capeskin fourchettes and cuff-lining. This is made by Daniel Hays. From Saks-Thirty-Fourth Street

7. More white in the rain—a rubberized gabardine rain-coat. The Kwik-fastened front is cut like a ski-jacket. You can wear it with or without the hood . . . which is detachable. Lord and Taylor is the place to find it



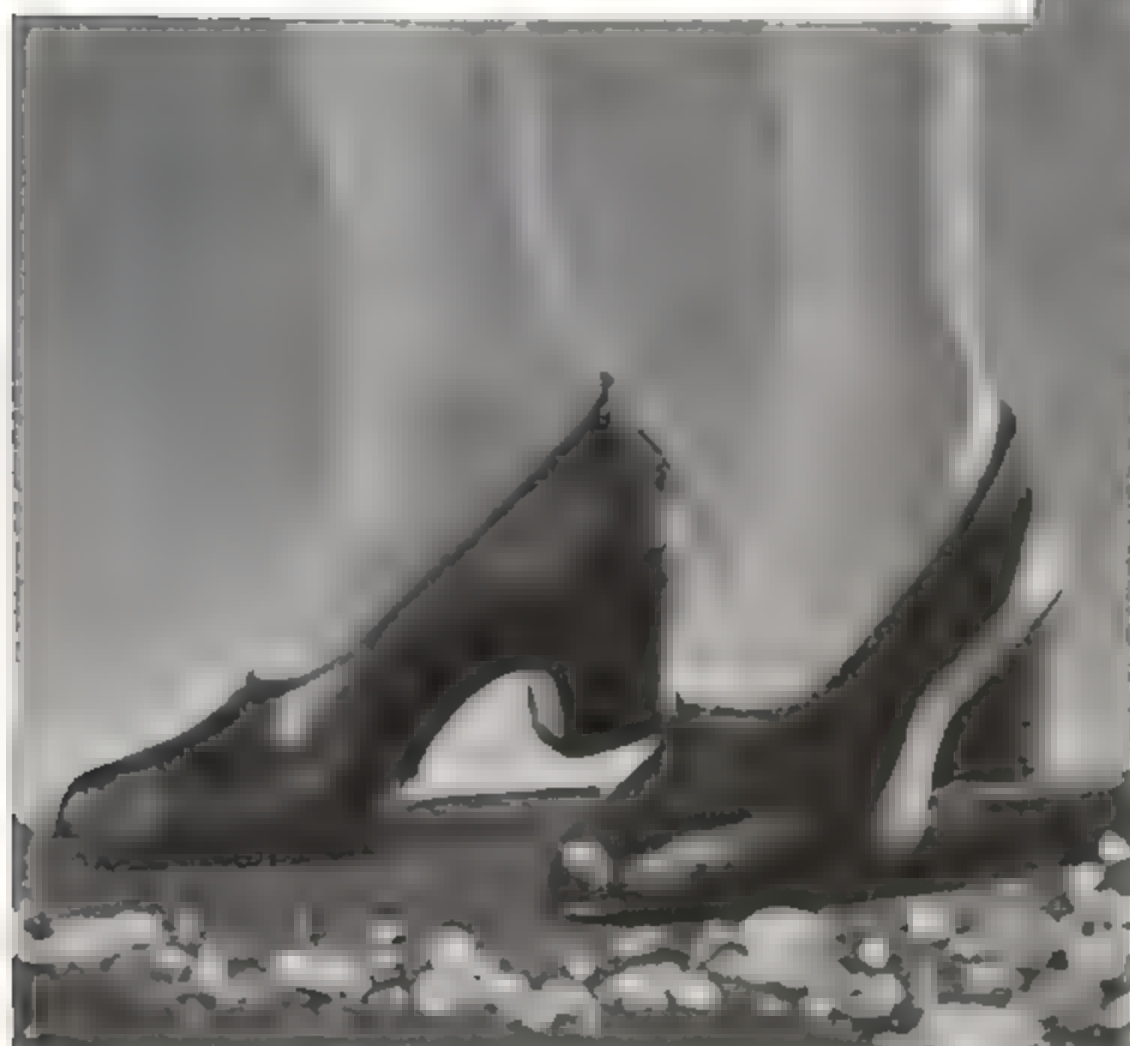
7.

8. When the rains pour in torrents, or the slush stands high—cover up in these new Shuglovs, of shiny black rubber with panels that look as if they were made of crushed kid. Lord and Taylor

9. Sleek, and stream-lined to look almost like your opera pumps—a new version of the classic black overshoes, with low, walking-height heels. From Oppenheim Collins



8.



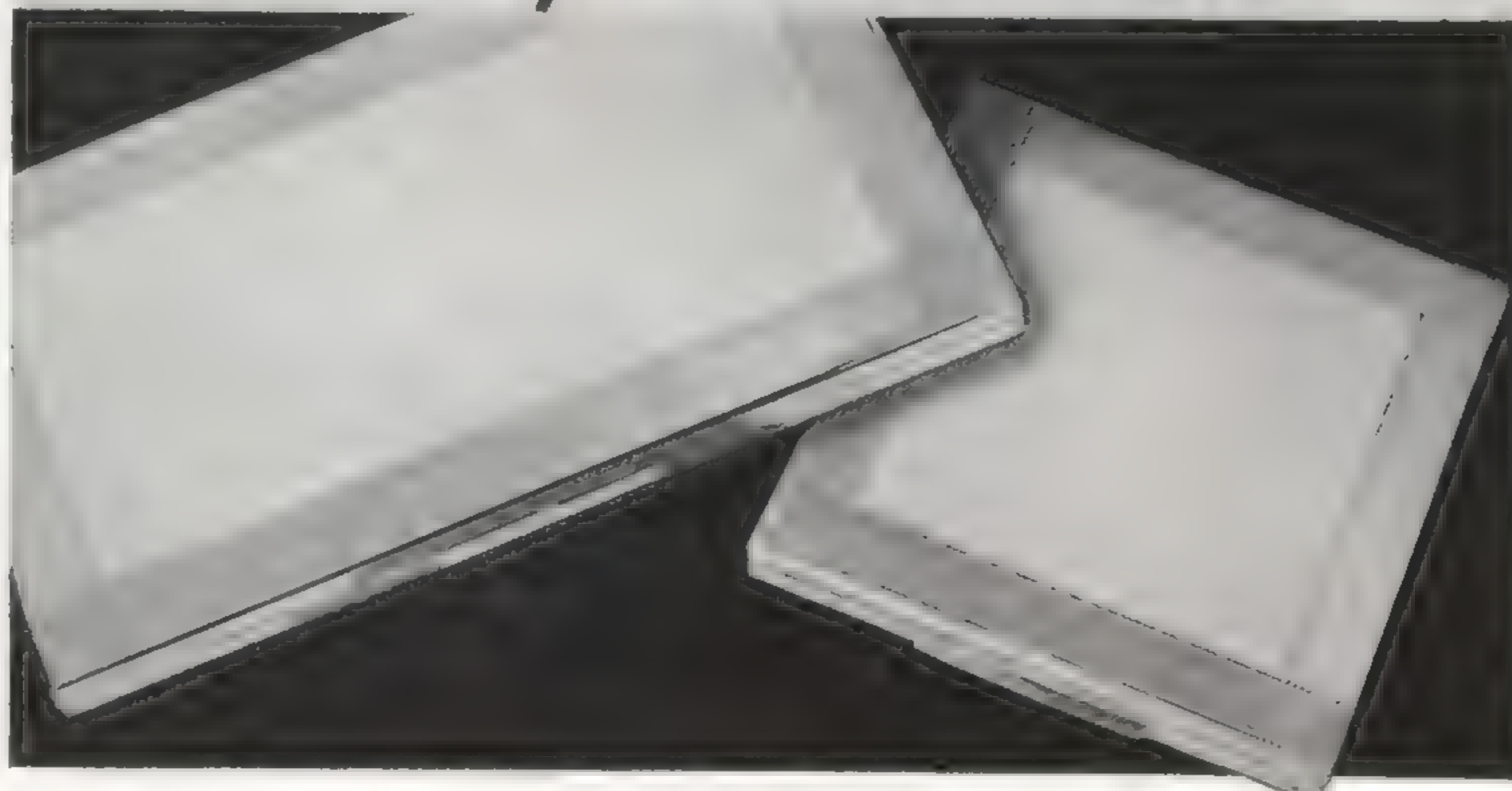
9.



## Companions

# FOR A LADY

## by Henriette



Supreme Artistry in Sterling Silver. The genius of a master jeweller is evident in every detail of these beautiful cigarette and compact companion cases by Henriette. They have an air of distinction and elegant simplicity which makes them correct for every occasion.

AT BETTER SHOPS  
EVERYWHERE

HENRIETTE, INC., 385 FIFTH AVENUE, N. Y. • 35 EAST WACKER DRIVE, CHICAGO

*with stitching* SKILLFULLY PLACED

*these "ONCE-OVERS" accent your waistline*

Just a few rows of stitching—but as Maiden Form places them, they accomplish wonders. You'll like the way these lovely one-piece foundations whittle down your waistline—and the splendid uplift they give you, too, because each of them is topped with one of Maiden Form's own popular brassiere designs. Left: No. 271, "Adagio" top, \$7.50. Right: No. 268, "Allo" top, \$5.00.

AT ALL LEADING STORES

**Maiden Form**  
—LOOK FOR THIS TRADE-MARK ON—  
BRASSIERES  
GENOLES "ONCE-OVERS"

"There is a Maiden Form for Every Type of Figure!"

Send for free Foundation Style Booklet YH—Maiden Form Brassiere Co., Inc., New York



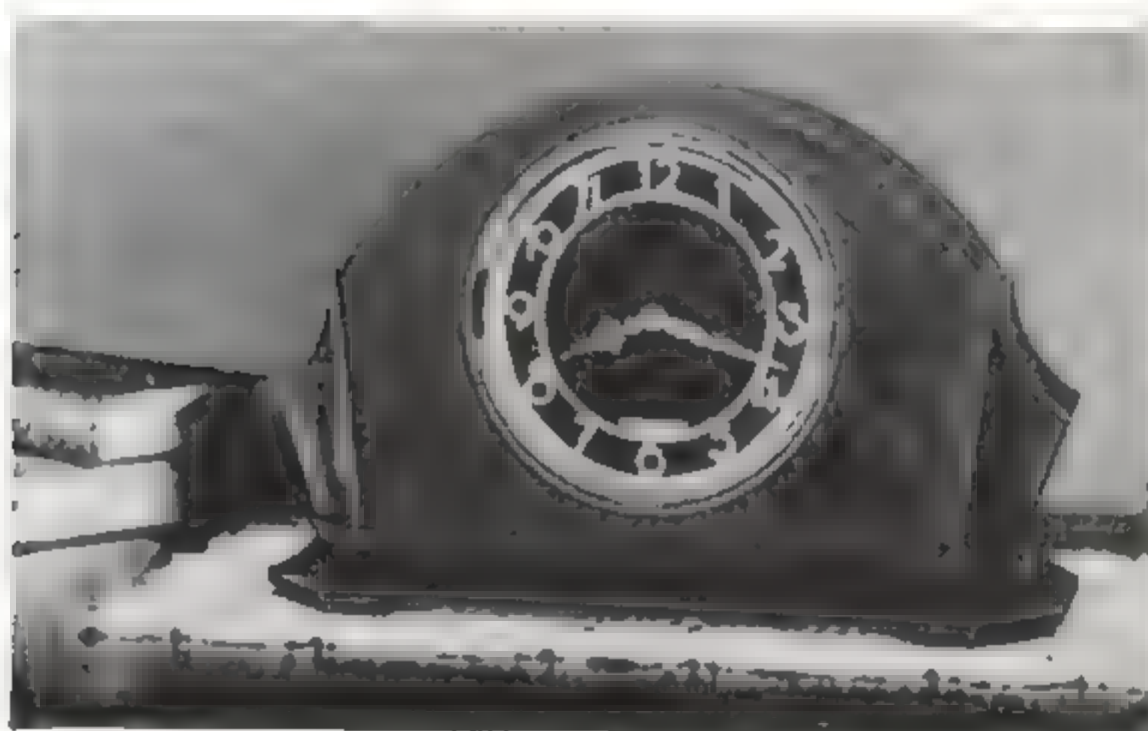


"I'm so glad they gave us a clock!"

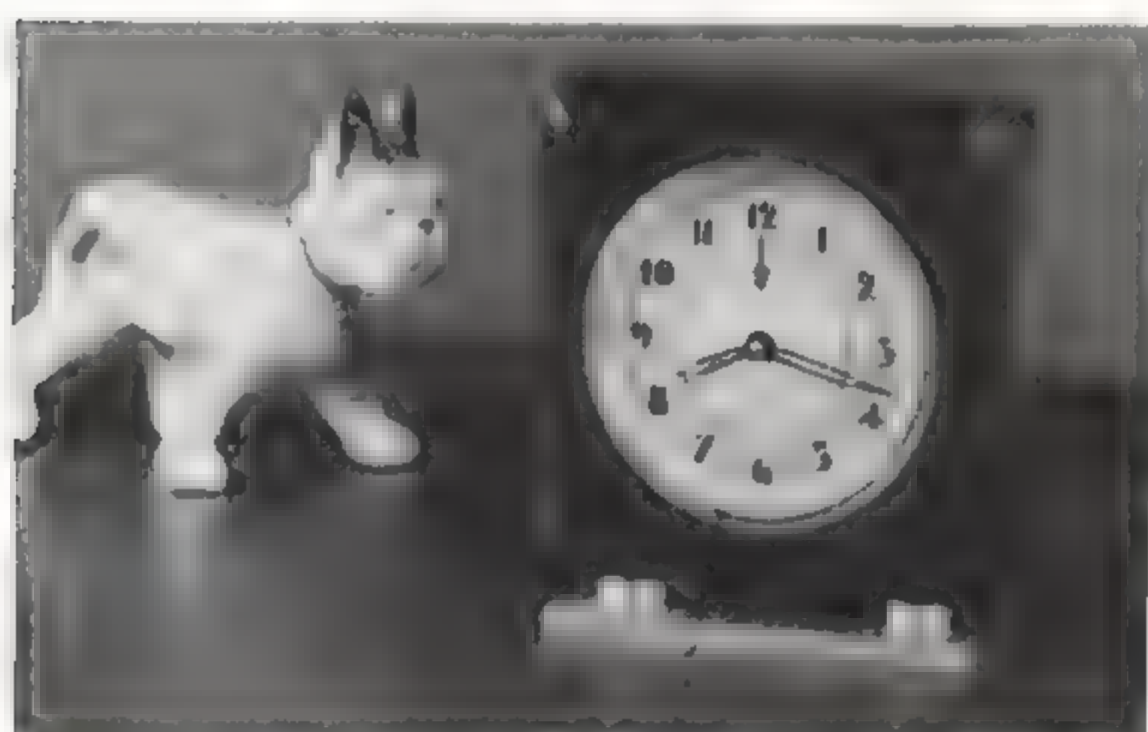
"Yes... we certainly can use a Seth Thomas in our new home."



**POP THE QUESTION TO A BRIDE...** "What gift would you like?" and the comeback is surely "A Seth Thomas clock"... a clock like this new *Falcon*. Genuine leather-covered case in rich tan, sash polished gold color. \$9.95.



**NOT FOR BRIDES ONLY**, but for grandmas, nieces, and uncles, this grand Seth Thomas *Console* is the gift for coming birthdays and anniversaries. Strikes each half hour; rich brown mahogany case. \$17.50.



**EVEN FIDO WILL STARE** in admiration when he sees and hears this new Seth Thomas *Defi* Alarm Clock. It's even equipped with lever at back to adjust tone to loud or soft! Available in both Colonial maple and mahogany. \$4.95.



**No stopping now** that you know what to give, so go right downtown and select a fine Seth Thomas clock (at all better stores). Send, too, for illustrated booklet on clocks. Seth Thomas Clocks, Dept. CC, Thomaston, Conn., a division of the General Time Instruments Corp.

**SETH THOMAS**  
*Clocks*  
**FOR EVERY ROOM**

KEY-WOUND AND SELF STARTING ELECTRIC

## PASSED BY FRENCH CENSOR

(Continued from page 58) spend their time between the country and Paris. Cautious husbands, before leaving for the Army, installed their families in the country. As Paris continued calm, the women have moved in, half-time, one might say. They all have their hand in some sort of war work, which brings them in and out of Paris, and the only costume that is practical for this sort of town-country existence is the spectator sports type.

Madame Jean Larivière, for example, spends her days organizing a hospital, running around the country looking for a suitable location and around Paris getting the necessary government cooperation. She wears the simplest soft tweed suits with a real gabardine trench coat, a slouch felt hat, and solid flat-heeled Oxfords. Madame Jean Schneider, who is the President of the Aviation Nurses Corps, has to drive between one air field and another, as well as in and out of Paris constantly. She wears inexpensive knitted suits, for which she has a wonderful third-floor-up address. The Comtesse de Vogüé is a nurse pilot. When she is off duty and in Paris, she wears the most classic three-piece costume of navy-blue tweed—almost collegiate. Her lovely blond hair is smooth under a snood. Mademoiselle Eve Curie is an important personage in the French Information Bureau, and she wears the simple navy-blue or black suits, or coat-and-dress outfits, that she already had in her wardrobe. Incidentally, she is an expert typist and does all her own typing at the Information Bureau.

Madame Champin and Madame de Tinan spend their days in the uniform of volunteer auxiliary nurses. At night, you see them dining in plain dark wool dresses or suits; Madame de Tinan's naturally curly blond hair worn loose in the American schoolgirl manner; Madame Champin's dark hair wrapped up in a plain navy-blue turban.

Seen frequently on the Paris streets is the felt slouch hat—the classic riding-hat of Dobbs type that every American schoolgirl owns. As winter approaches and hats become more necessary, this type will probably be worn more and more for day, and, for evening, perhaps a little hat fantasy. Not much fantasy, however.

Revillon showed a huge fur collection the other day—the first collection shown since the war. Obviously, all

of the lavish fur models were started before the war, and were finished with the idea of exportation, in order to keep his workers employed. For Paris, he has made a special group of inexpensive, warm fur coats—one of which is a wonder of warmth and practicality for every busy woman who has to get around on a bicycle or bus, or one who drives or walks much. It is shown on page 59—a belted, knee-length coat of olive drab water-proof gabardine, snugly lined with soft brown rabbit.

The accessory field is the only one in which you find a few extravagances. Many women are buying Hermès' leather or canvas gas-mask bags, which provide room for money and all the necessary papers one has to carry. Incidentally, papers are one's most precious possessions, and Hermès' suggestion is to carry them in a bag at the small of your back or strapped around your waist. Lanvin makes cases for gas masks of nail-studded tweed. Descat makes a dull black bag for gas masks, and Cartier makes a super one of crocodile with gold initials.

For war workers on their feet all day, Bunting has new low-heeled shoes—the heel built in a direct line with the calf of the leg, giving you unusually strong support. Soft calfskin even water-proof calf, is used, and the models are either laced or buckled. Perugia is making boots to wear during air raids. Schiaparelli suggests simple rubber or water-proof canvas boots, high ones to accompany her woollen overall suit zipped up for hasty dressing. Creed is making one- and two-piece shelter suits, and on page 60 is shown his "alerte plaid" that you can button around your legs or wrap around your shoulders.

Agnès and Suzy both have been making turbans of porous wool jersey. Suzy has an excellent draped blue one, a tight snood encasing all your hair, which she calls "*Le Sauveur*," because she sold so many when she reopened that it was possible to keep her business going. Agnès' turbans are very easy to put on: you tuck your hair into a fitted cap and wrap a scarf around your head or under your chin. Descat, always her best at making slouch felt sports hats, is in her element. She makes every variety of them now, mostly of a creamy duvetine felt. No one is looking for eccentric new hat forms, but all the modistes want to and plan to create exciting hats for exportation.

BETTINA WILSON

## SEND VOGUE FOR CHRISTMAS

Postage paid order form  
and envelope, combined,  
is enclosed in this issue

Statement of the ownership, management, circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1913, of Vogue, incorporating Vanity Fair, published semi-monthly at Greenwich, Connecticut, for October 1st, 1939. State of Connecticut, County of Fairfield; Before me, a Notary Public in and for the state and county aforesaid, personally appeared Francis L. Wurzburg, who, having been duly sworn according to law, deposes and says that he is the Managing Director of Vogue, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of Mar. 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1—That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Condé Nast, Greenwich, Conn.; Editor, Edna Woolman Chase, Greenwich, Conn.; General Manager, Francis L. Wurzburg, Greenwich, Conn. 2—That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Condé Nast Publications, Inc., Greenwich, Conn. Stockholders: Condé Nast, 1040 Park Avenue, New York; Condé Nast, Hugh Quennell and Alfred C. Howell, 420 Lexington Avenue, New York; Trustees for the following holders of voting trust certificates: Condé Nast, 1040 Park Avenue, New York; The Vogue Company, Glen Rock, N. J.; (Stockholders of The Vogue Company: Condé Nast, Inc., 420 Lexington Avenue, New York; Stockholders of Condé Nast, Inc.: Condé Nast, 1040 Park Avenue, New York; and Nast Limited, 1 New Bond Street, London, England; (Stockholders of Nast Limited: Condé Nast, 1040 Park Avenue, New York; William Perry; James G. Berry and Edward Hliffe, Daily Telegraph Buildings, Fleet Street, London, England); Vogue Studios, Inc., 420 Lexington Avenue, New York. (Stockholders: Charles Coudert Nast, 15 Bacon Court, Bronxville, N. Y.; Natica Nast Warburg, Brookville, Long Island, N. Y.; Macdonald DeWitt, 1185 Park Avenue, New York). The Westover Trading Corporation, Stamford, Conn.; (Stockholders: Francis L. Wurzburg, Evelyn Chase Wurzburg, Francis L. Wurzburg, Jr., Frederic W. Wurzburg, 30 Sutton Place, New York; Elinor W. Lawrence, Bedford Road, Mt. Kisco, N. Y.; Evelyn Soule Barnes, 154 East 56th Street, New York). Lee & Co., Care of Chase National Bank, 18 Pine Street, New York. (firm members: W. Moorehead, L. H. Johnston, E. A. Lee). Egger & Co., Care of Chase National Bank, 18 Pine Street, New York. (firm members: Albert J. Egger, 21 Tuscan Road, Maplewood, N. J.; Leon H. Johnston, 66 Comstock Place, South Orange, N. J.; William H. Moorehead, 878 Carroll Street, Brooklyn, N. Y.). Macdonald DeWitt, Tr.—U.—I. Tr., dated 6/30/1929, 420 Lexington Avenue, New York. Ince & Co., Care of Guaranty Trust Co. of N. Y., 140 Broadway, New York. (firm members: L. B. Hicher, 264 More Street, Hackensack, N. J.; L. R. Ince, 14 Hazel Place, Floral Park, L. I.; W. M. Lewis, 8 Ferndale Road, Madison, N. J.; J. J. Campbell, 145 Terhune Avenue, Passaic, N. J.; J. J. Brennan, 155 East 91st Street, New York; L. Szymanski, 3216 Decatur Avenue, Bronx, New York; N. Bentsen, 313 No. Parkway, Ridgewood, N. J.; W. H. Goldrich, Oak Hill Terrace, Ossining, N. Y.; C. F. Sims, 1112 Kipling Road, Elizabeth, N. J.; E. D. Myers, 3521 80th Street, Jackson Heights, L. I.; J. H. Kark, 70 Markquand Avenue, Bronxville, N. Y.; F. X. Crowley, 110-31 73rd Road, Forest Hills, L. I.; J. Schaffer, 30-28 34th Street, Astoria, L. I.; C. L. Swanson, 12 Francis Street, No. Tarrytown, N. Y.; W. Zink, 928 McLellan Avenue, Yonkers, N. Y.). F. R. Publishing Corporation, 25 West 43rd Street, New York. (Stockholders: R. B. Bowen, New Rochelle, N. Y.; Virelnia Van S. Bowen, New Rochelle, N. Y.; C. R. Fleischmann, 36 East 70th Street, N. Y.; R. H. Fleischmann, 151 East 74th Street, New York; Jane Grant, Care of The Fiduciary Trust Co., 1 Wall Street, New York; Agnes Morgan Hanrahan, 5021 Iselin Avenue, New York; Rea Irvin, Newtown, Conn.; E. Melville Price, Chappaqua, N. Y.; H. W. Ross, Stamford, Conn.; Vivian M. Samuels, 225 East 73rd Street, New York; E. R. Spaulding, Ridgewood, N. J.; R. H. Truax, 232 Madison Avenue, New York; Ruth G. Vischer, Lambertville, N. J.; Katharine S. White, North Brooklyn, Me.). 3—That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4—That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him, Francis L. Wurzburg, General Manager. Sworn to and subscribed before me this 28th day of September, 1939. (Seal) Elizabeth B. Heidroth, Notary Public. My Commission expires February, 1942.

**DOUBLE YOUR DELIGHT!**  
Climax your dinner with your favorite smoke  
PLUS one of the velvety-smooth, naturally-flavored

**LEROUX**  
*Liqueurs*

IMPORTED basic flavoring ingredients  
... but DOMESTIC prices!

LEROUX & CO., Inc., Philadelphia  
Awarded Gold Medal, Paris  
International Exposition, 1937  
823 Rue du Progrès - New York Office  
Brussels, Belgium 347 Fifth Avenue  
as noted

FREE: Beautiful recipe brochure. Famed continental drinks. Write: LEROUX & CO., Inc., 1226 Spring Garden St., Phila., Pa.





For America's  
Smart Hostesses

# IMPERIAL CANDLEWICK

Here is Early American crystal at its loveliest . . . with a suave modern simplicity that enables Imperial Candlewick to blend beautifully with any decorative motif. Sparkling jewel-like tufts edge every one of the more than 100 pieces in the complete service. Imperial Candlewick is ideal for gifts—perfect for your own home.

For a complete descriptive circular of Imperial Candlewick, and the name of the dealer in your locality, write Dept. 2, IMPERIAL GLASS CORPORATION, BELLAIRE, OHIO

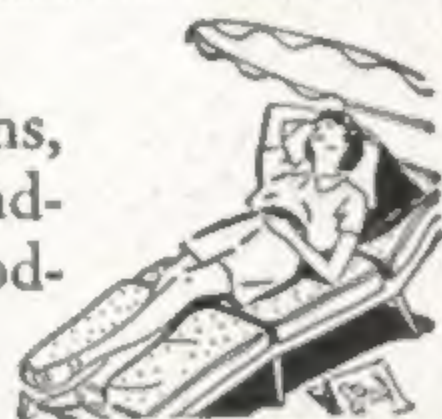
## Find new life.. new adventure in this warm, healthful Winter Paradise



Shed winter troubles and your coat. Come to Tucson *this* winter and relax. The constant sunshine and dry air will soothe your nerves, renew your strength—give you a "new lease on life."

In addition to the exceptionally healthful climate, scenic splendors abound—colossal caves, cactus forests, Indian ruins, historic missions and other wonders. Real western ranch life, too.

Modern accommodations, accredited schools, outstanding sanatoria. Costs are moderate. Decide *now* to come.



# TUCSON

MAIL THIS or write today for full information. This non-profit civic club serves visitors without fee or obligation.



Sunshine Climate Club, 1960 A Rialto  
TUCSON, ARIZONA

★ Send me free your new pictorial booklet with complete facts about life in the land of sunshine.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

## FROM GRANT'S TOMB TO CHINATOWN

(Continued from page 53) OLD LADY: For pity's sakes!

GUIDE: These draperies in the Music Hall weigh half a ton.

OLD LADY: Yes, I'll bet. How do they clean them?

GUIDE: In this smell machine in the Museum of Science, you can push a button and smell flowers.

OLD LADY: I can't smell a thing to-day. I've got a cold.

We saw the Rockettes' baseball field, and we saw the sub-basement through which pass eight hundred trucks daily. We learned that it costs one thousand dollars a day to heat the buildings, and that the Federal Government only pays one dollar a year for the rent of its post-office there. We ended up on the observation roof, with its startling and beautiful view, and it was there that the young woman in the boots asked her first question: "Whereabouts is Manhattan Island?"

At only one period during the entire hour's trip did the guide become annoyed with us. That was in the main building lobby when he was explaining at some length the significance of a large mural and suddenly turned to find all of us women completely absorbed in a shop-window display of new hats.

In the Museum of Natural History tour, which is only twenty-five cents, but takes almost two hours, they also tag you, but they do not insist on pinning it on your dress. My tag was red and had a picture of an Indian on it, and they let me carry it around in my hand. On this tour, you not only see all the stuffed birds, fish, and animals—and pretty fascinating they are, too—but you also go behind the scenes and visit the workshops where they get the exhibits ready: the room where row upon row of earnest young men sit with small embroidery scissors snipping out paper leaves, one by one, to be used in the backgrounds of exhibits; the sculpture room where they were patting blobs of putty onto the statue of a moose; the storerooms where great groups of exhibits—including a bunch of tigers wrapped in Cellophane—stand awaiting the completion of the new hall which will be their home. We also saw Admiral Byrd's fur pants.

But what I liked best of all were the dinosaurs. From the dwarf dinosaur lying kittenishly on his back, to the extinct gaur pawing the ground, I find them completely awesome and

marvellous. They all look as if they were laughing. The biggest one is sixty-six feet long and has a sign propped up against his tail, which reads: "Please Do Not Touch." Many of these creatures were found by Dr. Barnum Brown, who, so our lady guide informed us, is the No. 1 U. S. dinosaur-finder. "He never loses a dinosaur!" she said.

From the Museum of Natural History, you can pass right into the Planetarium, for an extra fee, and, after a lecture on the solar system—slightly impaired the day I was there by the fact that Jupiter was out of order—you go up-stairs to the Planetarium proper.

This is really a thrilling thing to see. The setting is intensely dramatic: an immense grey dome, surrounded by black silhouettes representing the sky-line of New York; and, in the centre of the room, a gigantic steel instrument that looks like a man from Mars. The show I saw was called "A Trip to the Moon," beautifully presented, with stirring music and skilful theatrical effects. The entire room darkens to blackness and then, suddenly, you find yourself looking up at what actually seems to be the night sky, glittering with stars and the moon. The shadowy outlines of the make-believe rocket ship are thrown before you, and, with a great, crashing noise, you are off on your trip, flying through space toward the moon. It is all pretty exciting.

Next to the Planetarium, I liked the Aquarium best. There the chief centre of interest is the seal pool. When I was there, the dark, male seal was shooting like a torpedo through the water, back and forth, and barking angrily at the people who crowded around the rail watching him. On a rock projecting out of the centre of the water lay his beautiful, sleek brown wife, idly dozing on her back and stretching her flippers from time to time. She paid no attention to the crowd, but the male was all-black and flashing with anger. Once he made a lightning leap to the rail itself and barked furiously in the faces of some startled tourists in red berets, marked "Akron, O." They all backed away in a great hurry, and then the seal dove back into the water and resumed his aquatic pacing to and fro.

The trip to the Statue of Liberty I will give to any tourist who asks for it. The trip out on the boat is all right in nice weather, and you get a good view of the har- (Continued on page 114)



These little Pink Elephants will make your day brighter, as they flash you a gay "Good Morning" from your up-to-the-minute dressing table. Pro-phy-lac-tic created them to personalize this amusing, ultra-modern dresser set in Natural Maple . . . outstanding in the smart new trend to decorated wood accessories. The hair brush has fine quality, genuine bristle. Only \$4.95 the set . . . at any good Brush Goods or Department Store.

One of a series of brilliant new Victorian and Modern designs by Pro-phy-lac-tic. For another, see page 114.

## Pro-phy-lac-tic

# UNIVERSAL

Presents the New

## DEVONSHIRE PATTERN IN TABLE APPLIANCES

★  
ADAM MOTIF—CHROMIUM FINISH  
MAHOGANIZED COMPOSITION TRIM



### COFFEE PERCOLATOR

This handsomely decorated table piece automatically makes 7 cups of the finest percolated coffee before the water boils, and with a saving of one-third on the annual coffee bill. No filter cloths to clean nor costly glass replacements.



### MUFFIN and BREAD TOASTER

Beautifully embellished in the new Devonshire pattern, this turn-easy type of toaster turns the slices as you operate it, and gives you just the kind of crisp, golden-brown toast you like. Toasts not only bread, but buns and muffins as well.



### SANDWICH TOASTER, GRIDDLE and WAFFLE MAKER

Whether it's toasted sandwiches, chops, a small steak or waffles, this beautiful appliance with its interchangeable grids, is ready to do a variety of cooking right at the table. Top grid turns back and makes four pancakes at once.

ASK FOR

## UNIVERSAL

LANDERS, FRARY & CLARK  
New Britain, Conn.



# "Stop Gift-Worrying, Mary—"

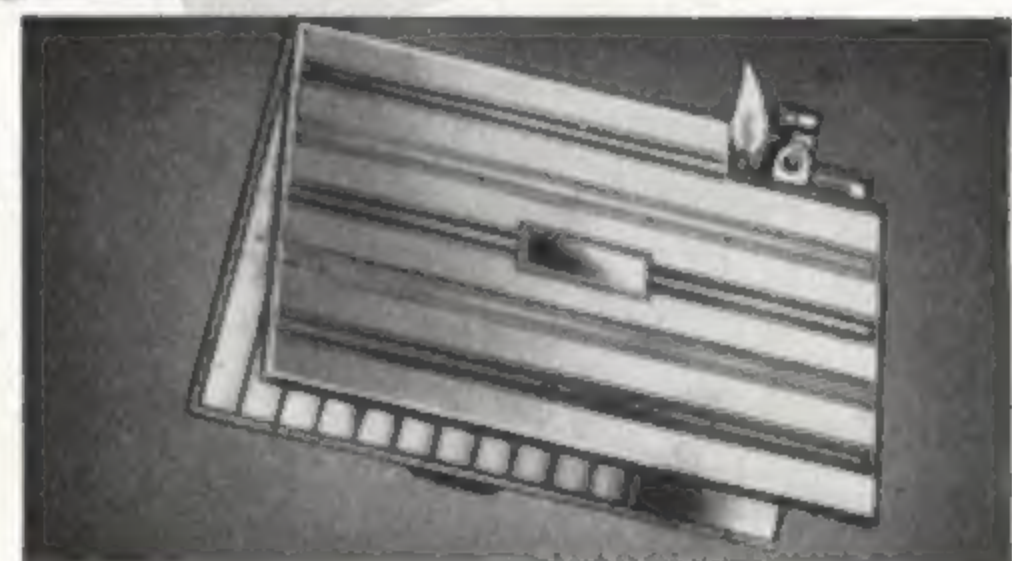


## "LISTEN TO YOUR HUSBAND"

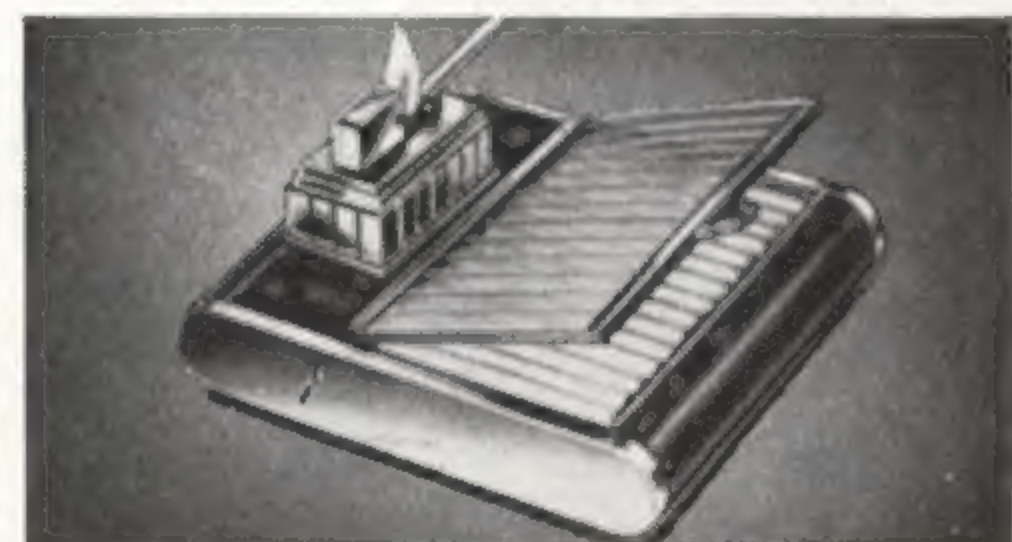
"Mary, why not give RONSONS this year? They're impressive, modern, practical and convenient. Safe, too. And the ads say there are RONSONS suitable for everybody. I'm going to give them to my customers and staff."

"Darling, that's an inspiration. You've solved all my Christmas gift worries and saved me a lot of running around to shop."

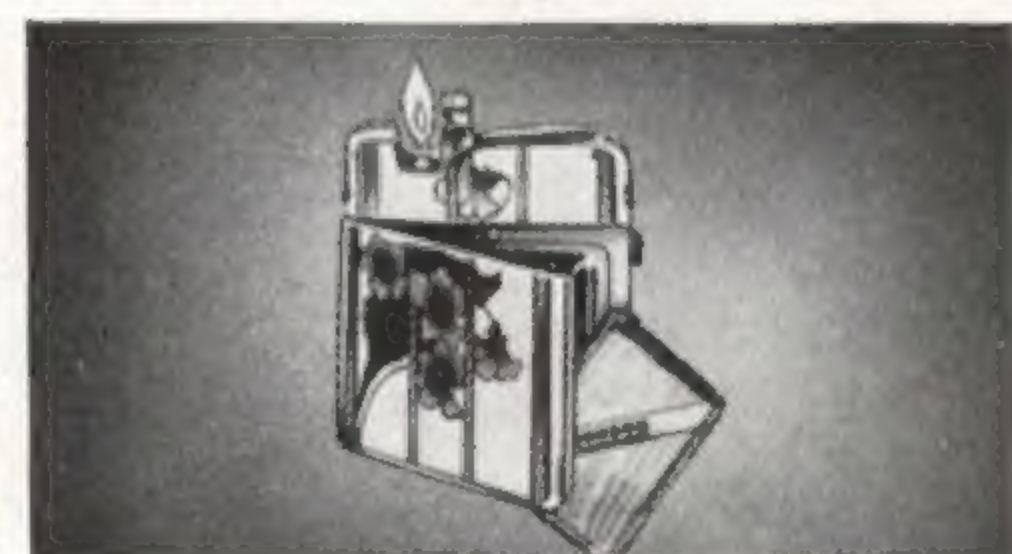
Note—Every RONSON is jewelry of exquisite design and craftsmanship.



ULTRACASE—Slim lighter-cigarette case in rich mat silverplate with bands of golden-toned Dureum.



TOUCH-TIP with CIGARETTE BOX—Lighter with copious cigarette compartment. Unbreakable, clear, crystal-like lid.



LADY-FACT—Lighter-vanity combination. She'll adore this charming compactly designed utility.



STANDARD—Handsome, serviceable pocket or handbag lighter.

# RONSON

WORLD'S GREATEST LIGHTER

See these and a wealth of other RONSONS at your jeweler, department store or any store selling smokers' fine articles. Styles pictured, \$3.75 to \$15.00. Others from \$3.75 to \$30.00. RONSON, Newark, N. J. Also Toronto, Canada; and London, England.

## FROM GRANT'S TOMB TO CHINATOWN

(Continued from page 113) hour, but whoever wants to climb all those little steps up into the statue's hand, or her chin, or her nose, or whatever it is—is welcome to do so. Not me.

The other trips that the tourists make are too well known to go into here in detail. They visit the Giant Panda at the Zoo, or they go to the Metropolitan Museum of Art (where my favourite exhibit is the unwrapped Egyptian mummy that used to terrify me as a child), or they eat in an Automat where they can put nickels in slots and reach in to get their own food (foreigners adore this), or they make the trip to the observation roof of the Empire State Building, which is a truly magnificent experience, and one every New Yorker ought to have, too.

The last trip I tried was the night bus tour. First I went to a burlesque show. The one I picked was the Gaiety on Broadway, and it featured a group of complacent beauties who stood, stripped to the waist, while the straight man sang a song called, "Oh, Moon, show your foolish face," which I thought a little odd. The chief attraction on the bill, however, was a voluptuously-constructed strip-teaser named Peggy Reynolds, who left the audience breathless with admiration. Miss Reynolds is indeed a lallapalooza!

After the show, I went out on Broadway, where the elderly men in caps stand on the corners, chanting in singsong voices, "Take a trip to Chinatown. Bus leaves in five minutes." I stopped and asked one of them where the bus was. If I had had any intention of not going, I couldn't have escaped. He grabbed me by the arm and started to push me along the street, chattering with an almost pathetic eagerness about the wondrous sights that lay in store for me. I had a moment's qualm. "Do you suppose he's going to stick me with poisoned pins and sell me to a Chinaman?" I thought. But he led me down a side street to a quite respectable-looking bus station and turned me over to the cashier.

The leaflet handed me described the trip as "EXCITING EXOTIC MYSTERIOUS," and the guide, or spieler, on the bus (which, incidentally, was filled to capacity) started off by saying ominously, "I'm going to take you down there; and I'm going to bring you back alive—I hope." As the bus moved off, he began his steady flow of swift, glib patter,

which, in outline, ran like this:

"Now, folks, when you get to Chinatown, remember to keep one hand on your heart and the other on your pocketbook and let your conscience be your guide... You are now passing along Broadway, the Great White Way of the greatest city in the world, New York, where there is a child born every nine minutes and a person dies every thirteen minutes, and there's a divorce every hour... There's a New York policeman, fine fellows, they hit you first and talk afterwards... There's the Statue of Horace Greeley, he told everybody to go West. He stayed East, himself, and made a fortune... Now here we come to Greenwich Village, home of artists, writers, models, where women go hatless and men wear long hair, where the crazy fads start, where poets starve in garrets, where the night is danced away! There are sixty-eight cafés in Greenwich Village, all wild spots, just like what the French call Montmartre... Well, that's the Village... Now in a few minutes you'll see the Bowery, the street of human wrecks, where you can see the unfortunates being reclaimed at the Mission... Be careful and don't talk about Chinamen or look at them as we walk through the streets. Remember and stay together, and if there's any shooting, stay by the guide so's you won't get hit...."

The bus stopped at Doyers Street, and we all piled out. There were about twenty-five or thirty of us, and, as we started through the streets en masse, a group of little boys cried, "Rubber-necks! Rubber-necks!" The guide stopped every few minutes, gathered us in a circle around him, and continued his monologue. The third time he repeated his titillating information about the scarcity of Chinese women, I decided I could stand it no longer. As the group turned a corner, I slunk away from them and ducked quickly into a bar where the agony-box was playing, "If You Only Cared." I suppose as far as that guide is concerned, I am still down there, hidden away in a subterranean opium den and known as The Beautiful White Lotus of Doyers Street.

That ended my tour of The Foreigners' New York. One thing I noticed about people in groups, listening to guides. They all look worried. I looked worried myself, and I was. I was worried for fear some one I knew would see me.



### "I Give Back Smile for Smile, and Frown for Frown"

reads the lilting inscription bordering the mirror of this authentic dresser set by Pro-phy-lac-tic. Authentic in design, because it was struck from molds which were in actual use in Victoria's day. Authentic in tone, because the color selection was chosen by a group of leading authorities. In Ivory, Wedgwood Blue, Chelsea Yellow, or Soft Pink, plastic. Only \$5.95 for the complete set . . . at any good Brush Goods or Department Store.

One of Pro-phy-lac-tic's brilliant new Victorian and Modern designs. For another, see page 113.

## Pro-phy-lac-tic



Where Quality is Traditional



Riding Apparel by  
**MEYER'S BROTHERS Inc.**  
LEXINGTON KY.

The Home of the Thoroughbred  
AT LEADING  
METROPOLITAN STORES

## How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

### Prices of Vogue Patterns

295 . . . .	\$2.00
296 . . . .	2.00
S-4184 . . . .	1.00
S-4185 . . . .	1.00
7664 . . . .	.30
8541 . . . .	.75
8552 . . . .	.40
8553 . . . .	.30
8554 . . . .	.50
8555 . . . .	.50
8556 . . . .	.60
8560 . . . .	.50
8562 . . . .	.50



"... NO LONGER A "CAR WIDOW"

Now I do go to town!"



It's great to have a personal car... especially when it's a smart, agile New Willys... so easy to handle... so easy to park.

It's great to have two cars in the family... two Willys cars, that cost little more to own and to run than one so-called "low-priced" car.

There are no unpleasant scenes in the two-Willys family when daddy goes to town. There is no "car widow" left stranded. No one is marooned.

Millions of families can now have two-car happiness because the smart New Willys is lowest in first cost and lowest in running cost of any full-size car in the world.

Everybody rides in style in the smart, roomy, streamlined Willys, with its comfortable, custom-tailored interiors... chrome radiator grille... ventilating wings\*... natural-grip steering wheel... steering-post gearshift\*.

Everybody rides protected by an all-steel body, safety glass in all windows... and oversize hydraulic brakes that bring you to a quick, sure, straightline stop.

Make a date today to take a thrilling trial drive in the New Willys. You'll both be astonished to see how easy it is to have the convenience of two Willys instead of one car of some other make. Call on the nearest Willys dealer today.

\* Standard equipment on all DeLuxe models.

### WILLYS DOES IT BETTER

Handles Easier... Turns Shorter... Parks Easier...  
Uses Less Gas and Oil... Gives Longer Tire Life...  
Protects with Greater Braking Surface per Pound of Car...  
... Costs Less to Buy... Less to Run.

**\$495**

for Speedway Coupe\*... Four-Door Speedway Sedan \$545... DeLuxe Coupe \$590... \*All prices f.o.b., Toledo. Federal, State and local taxes (if any), and transportation extra.



Four-Door DeLuxe Sedan Illustrated \$620\*

BUY TWO NEW

**WILLYS**

FOR 1940



# "Uncle Sam Helped make tobacco better than ever!"

...and Luckies have bought the 'cream' of the better-than-ever crops!" says Billie L. Branch, a tobacco auctioneer for 21 years.

Suppose you talked with this independent expert about Luckies:

**You:** "In recent years, you say, tobacco crops have been better than ever?"

**Mr. Branch:** "Yes, even though crops vary with weather conditions, new U. S. Government methods have worked wonders for farmers."

**You:** "Do Luckies buy this better kind of tobacco?"

**Mr. B:** "Yes, and they always have bought the choicer grades. That's why

I've smoked them for 15 years."

**You:** "What do the other independent experts like you smoke?"

**Mr. B:** "Among the tobacco men I know, Luckies are by far the favorite!"

Try Luckies for a week. You'll find that the "Toasting" process makes them easy on your throat—because it takes out certain harsh throat irritants that are found in all tobacco.

You'll also find out why—**WITH MEN WHO KNOW TOBACCO BEST —IT'S LUCKIES 2 TO 1!**

Ollie Mangum of Rougemont, N.C., proudly shows Mr. Branch his new tobacco seedlings, raised with the help of U.S. Government experts.

